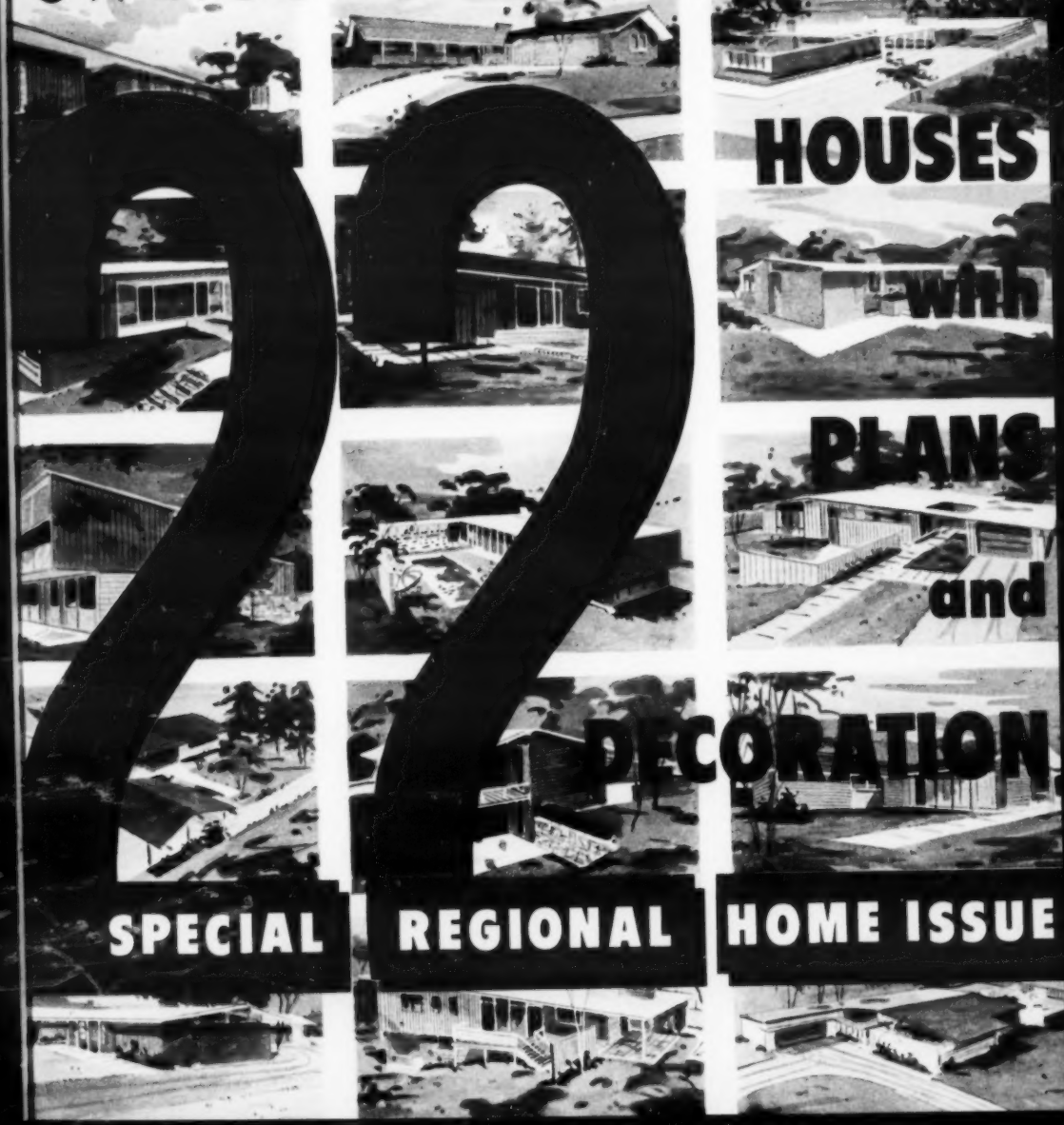
JANUARY 1957 35 CENTS

LIVING

FOR YOUNG HOMEMAKERS



22 HOUSES with PLANS and DECORATION

SPECIAL REGIONAL HOME ISSUE

When he's big enough to fill them...

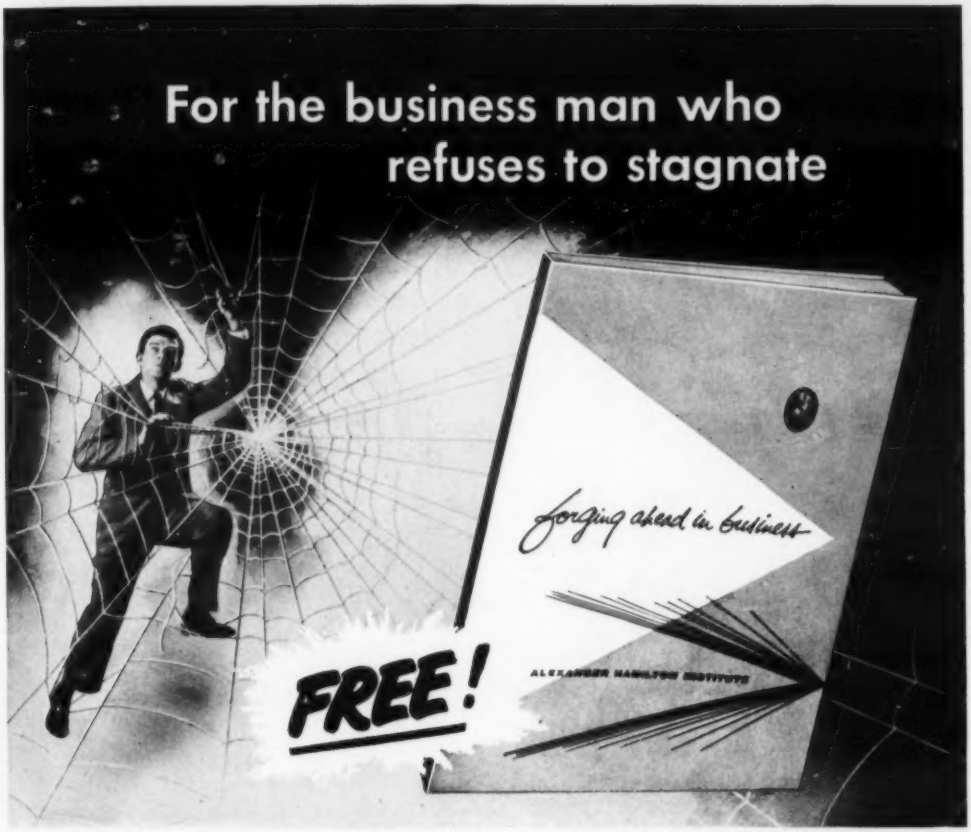
Hedrich-Blessing Photo; Winston Elling, A.I.A., Architect

you'll still be proud of your OAK floors

Here's an idea! Give your living room one distinctive focal point, like this unusual fireplace wall of buff brick laid endways with wide, deep mortar joints. Combine with other modern features and use an Oak Floor to provide the perfect background. Oak Floors have a rich, mellow beauty of grain and color that's always in style. They're low in cost and so easy to care for. Sold by all lumber dealers.

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION, MEMPHIS 3, TENN.

The floor you'll never wear out



HALF the world is half asleep! Men who could be making *twice* their present salaries are coasting along, hoping for promotions but doing nothing to bring themselves forcefully to the attention of management.

They're *wasting* the most fruitful years of their business lives . . . throwing away thousands of dollars they may never be able to make up. And, oddly enough, they don't realize—even remotely—the tragic consequences of their failure to forge ahead while time is still on their side.

These are the men who are unknowingly headed for the frustrations and the disappointments of mediocrity. They'll go part way up the ladder and down again by the time they're fifty years old. They'll be executive material in their twenties and thirties—and clerks in their fifties. They'll have high hopes for themselves and their families while they're young; but only struggling, skimping and regret later on when their earning power should be at its height.

Send for Your Free Copy of "Forging Ahead in Business"

If you want to discover how to succeed while you are still young—if you want to avoid the heartbreak of failure in later years—send today for "*Forging Ahead in Business*" . . . one of the most practical and realistic booklets ever written on the problems of personal advancement.

Here you will find—not a "pep talk," not an academic lecture—but cold, hard *facts* on how to improve your position and increase your income. You will be told what the qualifications of an executive are in today's competitive market . . . what you must *know* to make $15,000, $20,000 or more a year . . . what you must *do* to accumulate this knowledge.

"Forging Ahead in Business" was written for mature, ambitious men who seriously want to get down to bed-rock in their thinking about their business future. If you feel it is meant for you, simply fill in and return the coupon below. Your complimentary copy will be mailed to you promptly.

Mail Coupon Now!

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Dept. 516, 71 W. 23rd Street, New York 10, N. Y.
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Please mail me, without cost, a copy of your 48-page book—
"FORGING AHEAD IN BUSINESS"

Name .....
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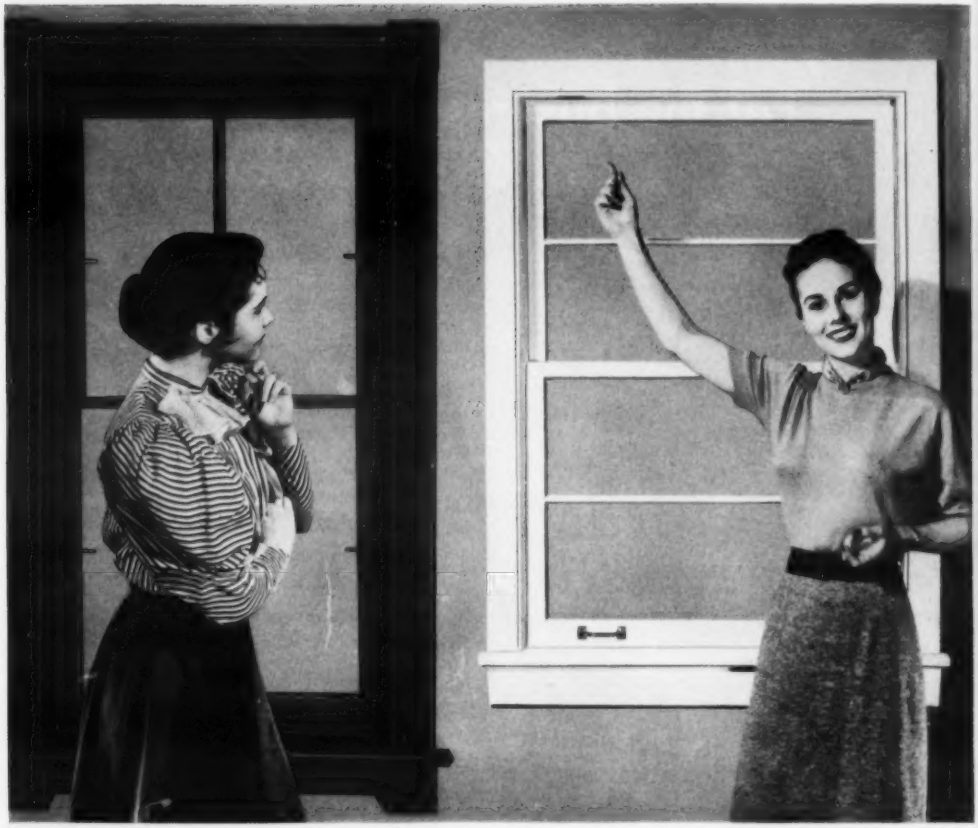
Business Address .....
Position .....
Home Address .....



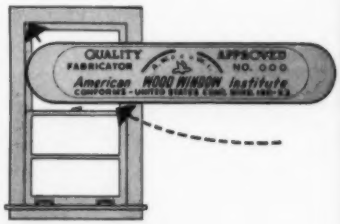
What makes a window modern? —a little seal will tell you!

Yesterday, folks had no real standard for judging window quality. But the modern woman is different! A little seal now can make her an up-to-the-minute window authority!

It's the American Wood Window Institute Seal of Approval, of course.

Windows bearing the AWWI Seal of Approval comply with the up-to-date requirements of U. S. Commercial Standard 190-53. They are in good taste because they are correctly designed and constructed. They look better because they are made of carefully selected lumber. They last longer because they are preservative treated. They keep their modern freshness because they are easily repainted. And they operate easily—have efficient weather-stripping to guard your comfort.

"Seal of Approval" windows mark the quality home—the kind which architects and top-grade builders recommend. AWWI Seal of Approval Division, Ponderosa Pine Woodwork, 105 West Monroe Street, Chicago 3, Illinois.



See your lumber dealer

LOOK FOR THE SEAL THAT IDENTIFIES WOOD WINDOW QUALITY

Sheets of 100% Du Pont Nylon feel so much smoother, more comfortable... cost less than you think!

Snuggle between sheets of 100% Du Pont nylon—and discover how luxurious sleep can be! Nylon sheets feel so soft, smooth, comfy. Fitted corners help keep them wrinkle-free all night . . . make bedmaking easy, come morning.

You'll love new nylon sheets for their easy washing, quick drying, space-saving compactness. And, of course, for their long, *long* wear. (You know nylon's reputation for long wear!)

Best news of all! The new low cost of nylon sheets will surprise you. So will the fabulous new selection . . . woven and tricot . . . whites and fashion pastels . . . regular and crib sizes now at your favorite store. Better buy sheets of 100% Du Pont nylon for *all* your beds at January White Sale savings.

WASH MORE nylon sheets in one machine load. They dry, go back on beds the same morning. You save time, laundry cost, need fewer sheets.

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SAVE PRECIOUS shelf space with sheets of 100% Du Pont nylon. They fold neatly, compactly—take so little space in your linen closet.

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...*THROUGH CHEMISTRY*

Du Pont makes fibers, does not make the fabrics or sheets shown here.

EXCITING NEW THINGS ARE HAPPENING IN DU PONT NYLON

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- HUGE BLOOMS
- SPICY FRAGRANCE

(Pt. Pat. No. 1415) A brand-new color in All-America Floribundas! Sparkling white 4-5" flowers—gardenia-like in shape. Has a sweet, spicy fragrance.

Yes, we want to send you—*absolutely free*—this brand-new Jackson & Perkins Spring 1957 Catalog. 50 huge pages—containing 160 gorgeous full-color photos of breathtaking Roses and Perennials . . . famous prized varieties that will make your garden a stunning showplace *this* year—and for years to come!

You'll see all the sensational new J&P Prized Roses, like *White Bouquet*—the *first* white Floribunda ever to win the All-America Rose Trials . . . a spectacular new orange-red Climber, appropriately named *Spectacular* . . . the giant new pink Hybrid Tea, *Contentment*—and others! And, of course, you'll find all the established J&P varieties—huge Hybrid Teas with blooms up to 7" across—colorful Floribundas that produce hundreds of blooms on every bush—multi-purpose Climbers and rare Tree Roses!

In addition, there's a wide selection of hardy J&P Perennials—plus useful gardening hints and money-saving offers. All J&P plants are guaranteed to live and bloom. Send for *your free copy now!*

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Newark, New York

Jackson & Perkins Co.
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Please send me a FREE copy of your big, new Spring 1957 Rose Catalog, picturing and describing the newest and best in *easy-to-grow* J&P Modern Roses and Perennials—all in full natural color . . . and containing helpful information about successful gardening.

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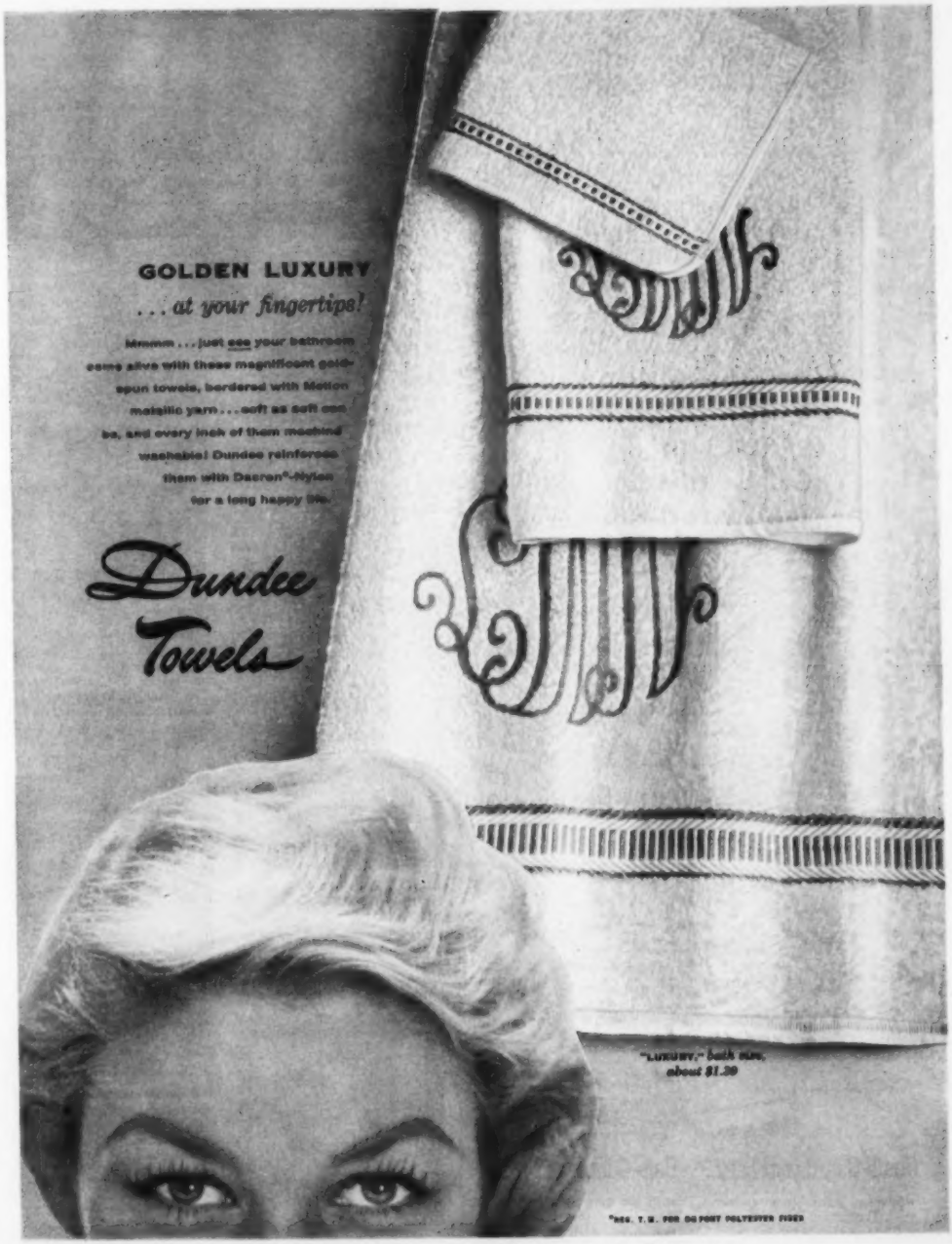
THE NEW SCIENCE OF HOME LIGHT CONTROL

Recent years have seen the development of an entirely new set of attitudes towards the once-neglected field of home lighting. On the one hand, today's families are more light-conscious than ever before; on the other, lighting designers and manufacturers—with the homemaker's convenience in mind—are coming up with a number of fresh ideas on the subject. Fast becoming obsolescent are the devices of conventional lighting (for one thing, the noisy toggle switch that turns on one light only). In their place we find a new flexibility of control—multiple switching in one panel, dimming devices, and remote control of lights and electric equipment. We have assembled here some examples of the various ways in which controlled lighting systems can be engineered into the home.

Dramatic lighting effects are no longer limited to their roles in the theater. In this dining room, low-voltage switching was combined with dimming devices *(Luxtrol)* to provide complete intensity control over each of the five light fixtures flush-mounted in the ceiling

Low-voltage wiring is one approach to the problem of remote control of electric devices. These five-point *Remcon* switches are located at bedside in the master bedroom, can be used to turn on lights in the nursery, start the coffee-maker in the morning, and flood home and its grounds with reassuring light in case of suspicious sounds

[Continued on page 6]



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The difference between this...

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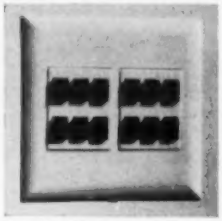
Chafe-Guard your baby... with the only powder containing a special ingredient that *neutralizes* the irritants in body moisture.

Safe-Guard your baby... with the finest, *purest* baby oil there is, specially blended with wonderfully soothing lanolin.

The new science

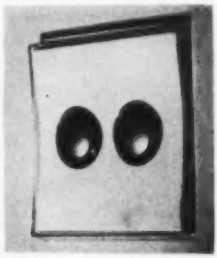
[Continued from page 4]



A twelve-button switch becomes a space-conserving electrical control center in the master bedroom. Utilizing low-voltage wiring, this control panel *(Touch-Plate)* is safe, too, since it virtually eliminates the danger of electric shock

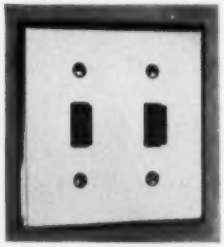
Portability is a feature of these two control devices: the *Touch-Plate* six-point switch, the clock-like *Luxtrol* dimmer will control lighting with armchair convenience

Touch-action switches are also manufactured to operate on full-voltage wiring, can thus be used to replace existing switching devices. A gentle touch will activate the *Touchette* switch (below), quietly turn on translucent light cove installed in kitchen (above)



Flush wall switches operating on conventional line voltage have been engineered to give soundless touch-action. The two-button *Tap-Lite* (Minneapolis-Honeywell) has faceplate of dirt-resistant plastic

Bathroom lighting is here given an architectural treatment. Diffused light recessed in soffit is reflected off white painted and tile surfaces to bathe the entire lavatory area in a soft glow of light



[Continued on page 8]

What chance has a pajama party when pillows and comforters are filled 100% with DACRON

REG. U. S. PAT. OFF.

Pajama parties are sleep parties now! "Dacron"* makes pillows and comforters so soft, so fluffy, so inviting—even these chattering debs have fallen fast asleep. And who wouldn't! "Dacron" polyester fiberfill offers heavenly comfort no one can resist.

Just like thousands of others, you'll love pillows and comforters filled 100% with Du Pont "Dacron". You'll love the gentle resilience, lint-free, odorless, non-allergenic and mat-resistant qualities "Dacron" brings to pillows and cuddly-soft comforters.

Visit your favorite store soon and see beautiful pillows and comforters filled with "Dacron" in matching designs—delicate florals, smart prints. Make sure the "Dacron" label appears on the sleep items you buy. It's your assurance of pure 100% "Dacron"—the finest of the stuffing materials.

P.S. If you make pillows, comforters or quilts at home, use batting of "Dacron"

This is the label you should look for before buying. It's furnished by E. I. du Pont de Nemours & Co. (Inc.), to be used only on items filled 100% with "Dacron" and which meet Du Pont's weight standards.

BETTER THINGS FOR BETTER LIVING
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DU PONT FIBERS OPEN YOUR HOME TO MODERN LIVING

Homeowners have found that a Swimquip Pool can turn a little used backyard into a showplace — a family recreation area designed specifically for available space. Easily financed, Swimquip pools of concrete add to the value of your home without depreciating like other luxuries. The modest income family can afford this investment in growth, health and a cheery spirit — at home.

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Enclosed is 25c in coin for Pool Owners' Guide booklet.

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___filters
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The new science [Continued from page 6]

Valance lighting has the ability to provide various lighting effects. Here, concealed strip lights illuminate a sloped ceiling above and the hanging wall painting below

Sun lamp in bullet fixture is healthful adjunct to this bathroom lighting plan, which includes Lightolier side fixtures at mirror level

Built-in appliances in this kitchen have the benefit of their own valance lighting system. Light from fluorescent strips is directed down on ovens and freezer-refrigerator

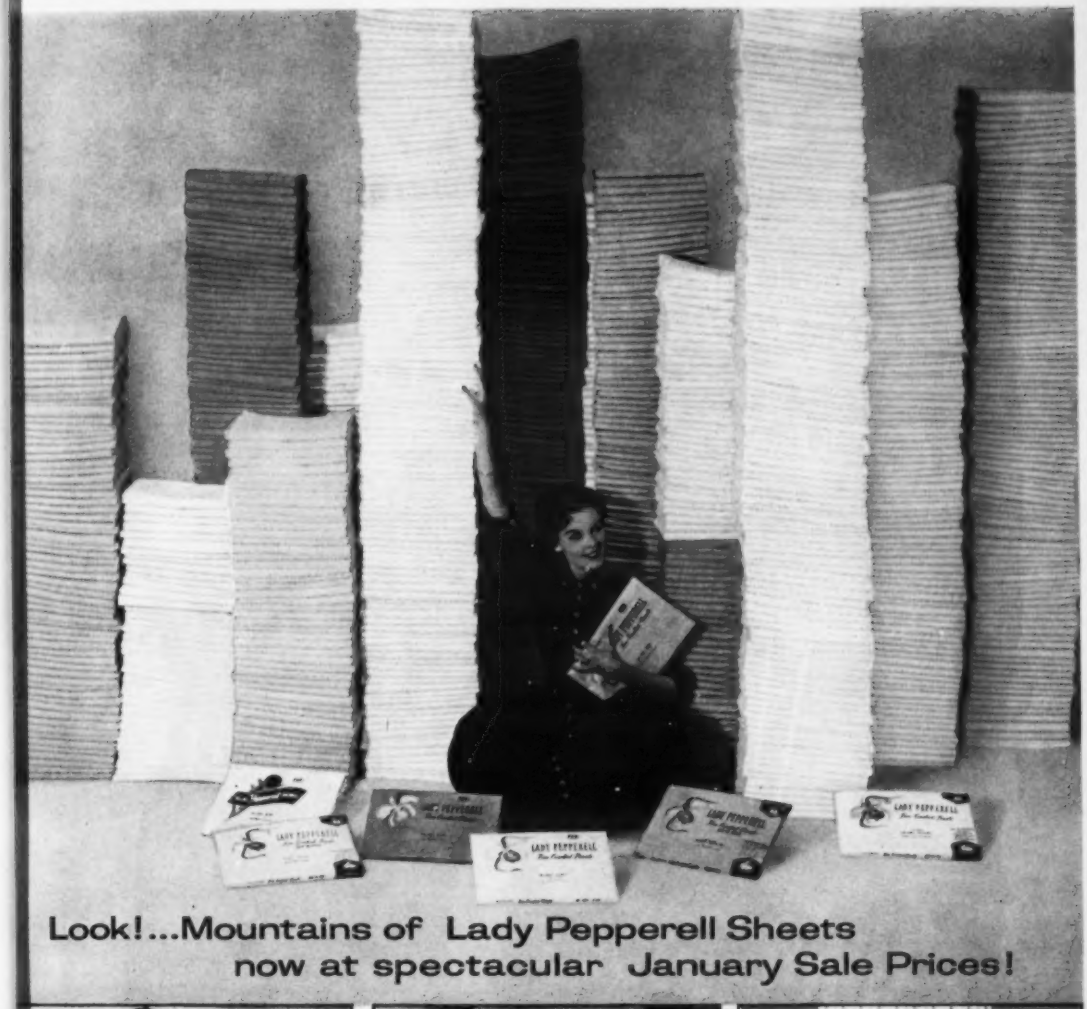
A skylight provides the bonus of natural light in this interior bathroom. Artificial light is incorporated in *Nutone* ceiling fan and concealed strip lights over mirror

A light trough, suspended from ceiling in this utility room, is architecturally decorative, furnishes soft, indirect up-light, direct down-light over entire appliance area

Spotlights create dramatic highlights in an otherwise evenly lit room: ceiling-installed "eyeball" fixtures (the *Snorkel*) swivel to emphasize paintings, table tops

A portion of ceiling, lowered over dining area, becomes a light cove as concealed lights "bounce" off the sloped ceiling for a soft glow throughout the entire room

General illumination was provided in this room by installation of Pryne recessed lighting fixtures in underside of balcony extension



Long-Wearing Lady Pepperell Percales and Fine Muslins!

Whatever your choice, every sheet has the famous Pepperell quality – made with the wear woven in! Prices are low, low, low!

Lady Pepperell Fitted Sheets with exclusive Slip-On* Corners!

End mattress tugging! Slip-On Corners go on much easier . . . last longer . . . are ⅓ stronger . . . and are *reversible.*

Always fashion's leader—Pepperell brings you a new designer collection!

How you'll love Pepperell's bevy of charming flower prints and stripes in delicate pastels! They're so *enchanting!*

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Lady Pepperell Sheets—percales and muslins

—your best buy in January—and always!

PEPPERELL FABRICS

SOME TYPES OF ELECTRIC HEATING

Apart from the heat pump, the most commonly used types of residential electrical heating are resistance heating (either as a baseboard heater or as resistor wires imbedded in ceiling plaster), fan-driven wall-insert heaters, glass or metal radiant wall panels, and wall-mounted convection heaters. These systems can be used separately to supply the sole source of heat for a home, or they can be used in connection with another type of system to provide auxiliary heat. Here are some examples of these electric heating systems, plus a heat bulb, which, since it doesn't warm the air, functions only as a source of focused or spot heat.

[Continued on page 26]

Sheer, full draping curtains make your fireplace a showplace . . . provide absolute protection against flying sparks. Exclusive Unipull glides curtains open or shut with one hand — nothing to lift or move when tending your fire. Many attached and free-standing models and finishes available . . . plus a complete selection of matching Flexscreens, andirons, firesets and other accessories. Complete ensembles begin as low as $39.75 (screens only, from $19.75)—so why accept anything less than the true Flexscreen? Send 25c for 32-page style catalog.

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Flexscreen

This Unipull Tab is found only on the true Flexscreen.

TO BE SURE, there's an ever-desirable air of gracious dignity about any of the many Trans-Era dining groups. Ever desirable, too, is the touch of the old-time craftsman you'll find throughout this charming open-stock collection . . . in the careful fashioning of the selected hardwoods that go into all Craddock dining furniture and in the hand-rubbed mellowness of the *Patina Walnut, Summertan Mahogany,* or *Neutro-Oak* finishes. And with all this, there's a happy hint of youthful casualness that has captured the hearts of homemakers everywhere. Easy to see why — when you see and price Trans-Era at your favorite store!

Send for your complete "Guide to Finer Dining Furniture" . . . a fully descriptive folio on Trans-Era dining groups by Craddock . . . including many actual room scenes in full color. Send 10¢ in coin, please, to Dept. HB-1.

CRADDOCK FURNITURE CORPORATION

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PARASOL "What-Not" SHELF

Shelf-conscious about your bathroom? Give it a decorate shot in the arm with this pretty shelf. It's a fine show-off spot for perfume, bath salts, dusting powder, etc. Equally charming in the kitchen, foyer or guest room to display your prized figurines or a trailing green vine. Wonderful for gifts, too. Designed of sturdy metal in your choice of white, gold or satin black. 18" x 18" overall, with 2 shelves 4" deep x 18" long.

Only $3.95 plus .35c postage.

No C.O.D.'s, please. Money refunded if not delighted. Write for FREE Gift Catalog.

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Copper and Pine
CUPOLA $24.50

Fits roof without cutting. 21" x 21" x 36". Assemble it yourself. Completely assembled $35.00. 10 stock models available. Cast Aluminum Vane 24" x 32" $17.50 . . . or $12 with Cupola.

WAGON WHEEL LITE

Brown stained wheels with satin finished brass lites. 3 in. frosted chimneys take up to 100 W bulb. 24 in. dia. $42. 30 in. dia. 24 in. dia. $52. (With long chains $5 less each) 25 other stock models available.

Send 10c for New 128 page Catalog (about 1000 illustrations) of Unusual Home Accessories.

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For your home or office, the latest development in decorative wall treatment. The mural YOU want, from your negative or ours. ANY SUBJECT—ANY SIZE—ANY COLOR. Limited only by your imagination, photo-murals complement any room. Sold internationally by world's largest producer.

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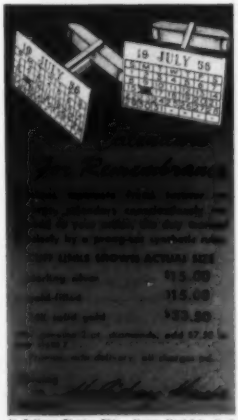
Handy kitchen blackboard—fancied up to make it very decorative. You'll always have a place for grocery list jottings, reminders for the kids and a place for notes with this board ready in the kitchen. It is 17" x 11½" in size and painted in color with a Penn Dutch motif. Wooden bowl below for pencil, chalk and paper. Complete with magnetic buttons to hold paper notes in sight. Just $2.98 plus 35c for shipping from Foster House, 430 C 1, So. Jefferson Ave., Peoria, Ill.



41 Bellevue Theatre Bldg., Upper Montclair, N. J.

VEGETABLE SHAPED SERVING BOATS

King size serving dishes, almost 12" long fashioned to look like stalk of CELERY, fat CARROT and elongated EGG PLANT. Fine for serving long vegetables; asparagus, string beans, celery, carrot sticks and variety of hors-d'oeuvres sarande. Mighty glazed ceramic in natural colors. Excellent value! Each, only **$1.29** (2 for $3.75)

INDIVIDUAL CASSEROLES

Bake and serve individual portions in these attracting covered casserole dishes. Made of highly polished aluminum, each casserole holds a pint serving of escalloped potatoes, creamed chicken, lobster, baked beans, puddings, etc. We like them especially for onion soup as the snug fitting covers keep it piping hot. Set of 4 only **$2.00** (2 Sets $3.85)

Postpaid. No C.O.D. Guaranteed, of course.

NOUVELLE, LTD.
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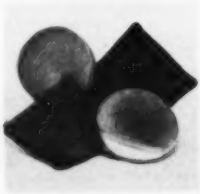
YOUR MONEY'S WORTH

In the cards: as terrific accessories for your card table. Attractively styled, rattan snack trays you and your friends will find indispensable to hold cold drinks, little sandwiches, cookies, etc. Each tray holds two glasses and is fitted with gay, checked gingham doilies. Outstanding as a bridge or party prize, a set of two snack trays, only $2.98, ppd. Miles Kimball (L-94), 215 Bond St., Oshkosh, Wis.

A neat trick is this page-a-week memo pad with movable arrow indicating at a glance the day of the week. Complete with past, present, future calendar and 4 lines for each day's notes, it's only 4½" x 3¼". Ideal for jotting down dates, birthdays, etc., choose it in a smart antique-ivory, green, red or cinnamon (specify second choice). Metal back-rest holds pages upright. $2.50, ppd. Yearly refills, $1.00. Wilson Memindex (L-94), 149 Carter Street, Rochester 21, N. Y.



Colorful toss pillows, a decorative lift for any room. All foam rubber, these come with zip-off, washable, nonfading corduroy covers in white, black, brown, red, hunter- or avocado-green, pink, gold or turquoise. 14" square or round, $2.98 each. Also in velveteen in above colors (dry cleaning only), $3.98 each. Minimum order of 2, add 50¢ postage; order of 4 or more, postpaid. Order from Landau Home Products of N. Y. (L-94), 315 Fifth Ave., New York 16, New York.

January, in our private calendar, is a dedicated month. We know it's a time to make good resolutions, but it is also our month to howl: we're going to have ourselves a slight fling. Most of us get a little money for Christmas, and we plan to spend it pronto—we don't quite know what on, but it will be exactly what we want, and we have at hand YOUR MONEY'S WORTH, the shop-at-home Baedeker. Will you join our spree? (And don't forget that all nonpersonalized merchandise—if not completely satisfactory—may be returned with the assurance that your money will be returned in full.) Come along, dear readers: full steam ahead!

The fine old craft of basketry lends itself handsomely to décors of today. Handwoven in Lisbon of fine round reed in its natural color, the fruit bowl is beautifully shaped with scalloped edges and a footed base. Matching wastepaper basket, gracefully tapered, is a decorative plus in any room. About 12" in diameter, fruit bowl, $1.95; 14" tall wastebasket, $3.50, all ppd. Gotham Gifts (L-94), 67-85 Exeter St., Forest Hills 75, New York.

Eye-catching appeal in a tailored-to-fit card-table cover. Bordered with gleaming gold letters saying: *Lucky in love, unlucky in cards, Lucky in cards, unlucky in love,* on wonderful shades of thunder-gray or cactus-green. Washable, sturdy, tweedlike fabric, it's just $3.95. Matching score pad with gay colorful hearts, clubs, etc., $2.95. An unusually lovely gift or card prize, the set of 2, $6.75, all postpaid. Order from Charlotte Thomas (L-94), Sewell, New Jersey.

The world is your oyster. You will be convinced when you wear this eye-catching bracelet with its extravagant looks and tiny price tag. A perfect accessory with daytime and evening wear—we think you're going to want several for birthday surprises. From the gleaming pearl bracelet dangles a gold-plated clam shell with a single pearl locked in its jaw; only $1 including tax and postage. Order from Page & Biddle (L-94), 21 Station Road, Haverford, Pennsylvania.

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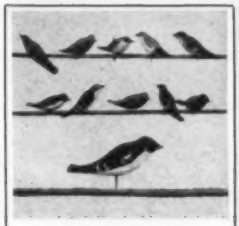

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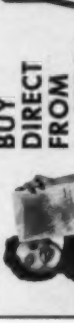

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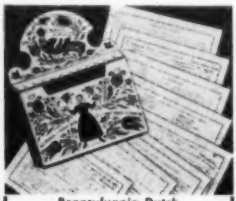

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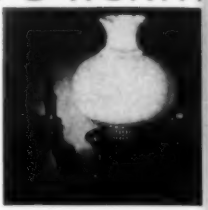
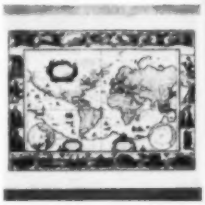
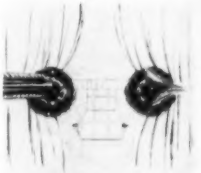


Victorian parlor lamp. The quaint accessories of this era are used more and more and so effectively with today's furnishings. Black cast-iron bracket extends 12" from wall, white milk-glass globe is 6" in diameter. Use one in a foyer, two on either side of a bed or sofa or 3 in a row in a long, narrow hallway. Bracket comes in white if preferred. $8.95, ppd. Jeff Elliot (L-94), Flushing 52, New York.

For winter emergencies: A strong, sturdy *Tow-Pull* is the best insurance we know of to prevent being stranded in snowdrifts. Sturdy 12-foot *Tow-Pull*, made of nylon webbing with heavy buckles, tows up to 10 tons without breaking. It's handy to have in bad winter weather when you're driving the children to school, meeting the commuter train, etc. $3.50, ppd. Walter Drake (L-94), Drake Bldg., Colorado Springs, Colorado.



A famous old-world map made in 1650 by the famed cartographer, Wm. Bleauw, has been faithfully copied, making it outstandingly effective to use on a prominent wall in the living room, den or foyer. Minutely detailed, hand-colored in Europe, the charming illustrations around the border depict: the 7 Wonders of the World, 4 Elements, 4 Seasons, and Planets. 16" x 21" (margins not included), it's $5.95, postpaid. The Map and Book Store (L-94), Westport, Conn.



Pierce Arrow tie backs, originally designed to hold back the luxurious velvet curtains of the opulent Victorian age, are reproduced here for your heavy draperies or long curtains. Heavy, antiqued brass, each is 3" long and juts out 3" from wall to take care of large folds of material. Easy to mount, the set of 2 (shown), $2.95, plus 25¢ shipping charges. Order from Foster House (L-94), 430 South Jefferson, Peoria, Illinois.

Borrowed from our colonial forebears: a stunning fireplace bellows. In subtle soft browns, simply designed, the strong, sturdy bellows are as handsome and practical today as they were 200 years ago. 19½" long x 8½" wide, the delicately shaped pumpkin-pine boards and lambskin bag are topped by a hand-burnished brass nozzle with leather thong for hanging. Only $8.95, plus 50¢ shpg. chgs. Order from Cohasset Colonials (L-94), Cohasset, Massachusetts.

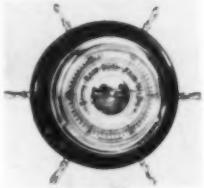
Nylon slipperettes, smartly styled and comfortable loungers with sparkling gold *Lurex* thread throughout. Made of a nubby stretchable nylon, one size fits everyone. They wash quick as a wink and pack away into practically nothing for traveling. A flattering pair you'll wear for many a year, the little tassels are golden too. $2.00, ppd. Joseph's (L-94), 809 Oregon Street, Oshkosh, Wisconsin.

There's an item here for you

YOUR MONEY'S WORTH

An old favorite with modern ideas: the quaintly charming candy-stick jar of yesteryear, brought up to date as a practical showoff, holds your bathroom powder puffs, bath salts, cotton squares, etc. 9" high, it's pastel ceramic trimmed in gleaming gold with a soft, colorful modernistic design. A wonderful accent (used singly or as a pair) on a coffee table, too, each, $1.50; a pair, $2.89, plus 25¢ postage. Order from Helen Gallagher (L-94), 413 Fulton, Peoria, Illinois.

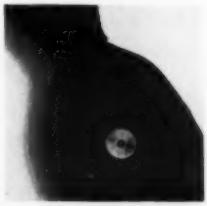
A cake of soap personalized to add a touch of glamour to your bath. Pure castile, each 2½" x 1¾" bar is imprinted with your family name or first 2 names in clear letters that won't wash off, even when it's used down to the last, tiny sliver. Print name or names clearly when ordering: allow 2 weeks for delivery. 20 bars, personalized, $2.95 postpaid. Order from House of Schiller (L-94), Dept. 648, 180 N. Wacker Drive, Chicago 6, Illinois.



Like a charm, this handsomely crafted, smoothly efficient barometer will spruce up a desk or add a note of interest to a bare wall. Imported, precision-made, the rich mahogany-finished wood casing with gleaming brass spokes shows off to perfection its colorful enameled dial with raised, heavy glass. 4" in diameter, hang it on a wall or stand it on a desk by its metal easel. Only $4.75, ppd. From Hobi (L-94), Flushing 52, New York.

An authentic early American reproduction of superb design for contemporary homes: as a sideboard to hold dinnerware, silver, etc. 5 feet 2 inches tall, it has an indispensable serving area that's 40" wide by 18" deep. In rock maple or pine, finished in an antique maple or light or dark pine, $89.50. Unfinished, sanded satin-smooth, shipped completely assembled, $79.50, exp. coll. Templeton Craftsmen (L-94), Templeton, Mass.

Jot-it-down, it's the only way most of us can recall the multitude of important big and little things to do connected with everyday life. To help you remember, there are 6 pads: 1 for the garden, 1 for the house, 1 for luncheon and dinner menus, 1 for telephone messages, and 2 plain Don't Forget pads. Each with pencil. Set of 6, $1.00, ppd. Gifteraft (L-94), 1234 East 47th St., Chicago 15, Ill.



Unbelievable as it may seem, this 14-carat solid-gold tie tack with a genuine diamond in the center is not expensive. An exceptionally fine gift for him, he'll appreciate its handsome simplicity of design. ½" in diameter, with safety fastener, it's a luxury present for $12.95, ppd., incl. fed. tax. (Write for catalogue on other diamond jewelry priced from $25 to $5,000.) Kaskel's (L-94), Dept. 7915, 41 W. 57th St., New York 19, New York.

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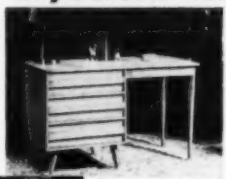

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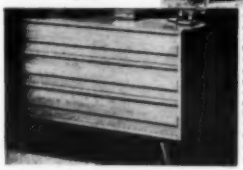

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Pass this bucket at your next party or get-together and enjoy the many compliments we know you're bound to receive. White ceramic, it's artistically decorated in shades of yellow and brown and has an attractive rattan carrying handle. 5" tall, it's wonderful for serving pretzels, potato chips, nuts, small cookies, etc. in an attractive way. $1.95, plus 25c post. The Added Touch (L-94), Wynnewood, Pa.

An oriental hankering? Some of us may never get to the glorious shores of Japan, but why not bring some of this splendor into your home? Sparkling with all of the radiance of oriental beauty, these full-color vertical panels depict the Japanese geisha girls at play. The frames are natural California redwood, ready to be hung. Available in 4 different studies, 10" x 28", $3.95 each or $6.95, set of 2, ppd. The Art Mart (L-94), Post Office Box 27648, Los Angeles 27, California.

It's a "hold-up" pardner—designed for young cowpunchers to hang their duds on when they come off the play range. Perforated *Masonite*, colorfully detailed, with 6 hanger hooks that can be placed wherever they're desired. Screws and stabilizers hold it away from wall so they can use ring and horns, too. There's a steer for boys and a cow for girls, each, $1.98, postpaid. Order from Buyways (L-94), Caldwell, New Jersey.

An easy-to-wear, fluffy, thick, beautifully designed *Mopper* terry robe. An absorbent after-bath robe made of yards of thirsty snow-white Cannon toweling, it's an ideal warm-as-toast robe with big carryall pocket, draft-screen collar, tassel tie at neck and wrap-around belt. Washable, in one size to fit any man or girl, it's only $6.95, plus 30¢ post. Woodmere Mills, Inc. (L-94), Bennington, Vt.

Magnetic soap gripper. Now you can keep your soap high and dry, avoiding the messy soap dish in the shower or bath and above the sink. Easily installed on any surface, press round head-stem into your favorite soap, to hang-touch to permanent *Alnico* magnet in wall bracket. Choose it in white, red or black. Only $2.00, ppd. Edger's (L-94), Dept. E, 4600 W. Broadway, Louisville 11, Kentucky.

Improve your culinary skill: the *Bacon-Egger* simplifies the age-old problem of serving bacon and eggs both piping hot. Fry crisp bacon (or ham) in center under cover plate while well around center catches drippings. After meat is done, slide to side apron to keep hot while eggs are cooking. Gleaming chrome, 12" in diameter with heat-resistant handle, use for pancakes, cheeseburgers, etc., too. $3.49, postpaid. Martha Schiller (L-94), Department 667, 180 North Wacker Drive, Chicago 6, Illinois.

Order that gift today

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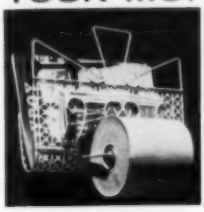
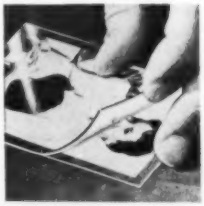


Remodeling your bath? Then you'll want this decorative metal rack in white, black or gold. In addition to 2 compartments for reading material (one for large magazines and one for small pocketbooks), it's equipped with a bracket and a roller to hold standard-size tissue. About 10" x 11½" wide, you can mount it easily with small screws or hooks. (Specify color.) $3.95, ppd. Laurie & Co. (L-94), 507 Fifth Ave., New York, N. Y.

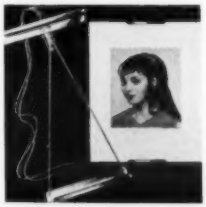
Pet Pocket, a convertible, spacious carryall to use in numerous ways. A patented design, at home, tie it around your waist with 40" white cord to hold clothespins, dustcloths, etc. For shopping, travel, etc., unfasten buttons, pull cord through and it's a shoulder or handbag-style pocket. 9" x 12" in a washable plastic fabric in yellow with black trim or aqua with red. $1.00, ppd. Pet Pocket (L-94), 525 Arlington Place, Chicago 14, Ill.

Long, low and smartly modern is this coffee table or bench. Handsomely made of slatted solid walnut with a glowing satin finish. 17" wide, it stands 12½" high and measures a full 60" long. It can be used as a decorative bench fitted with cushions or as a striking coffee table, indispensable for drinks and snacks. $29.95. (Also available in a 48" length, $27.95.) All express charges collect. Order from Foam Rubber Center (L-94), 389 Howe Avenue, Passaic, New Jersey.

A real scoop for the kitchen are these long-handled measuring spoons and cups of anodized aluminum in copper or assorted colors. Appropriately named, the *Tallscoops* range in size from ¼ teaspoon to 1 tablespoon, the *Tallcups* equal ¼, ⅓ and ½ cups. Stainproof sets complete with hanging racks attractively packaged together. $2.95, ppd. Nora's Gifts (L-94), 140 N. 7th St., Ft. Dodge, Iowa.



A wonderful new idea, *Plain-Vu* clear plastic laminated sheets to permanently preserve favorite snaps, recipes, cards, magazine clippings, etc. Just lay snap (or your precious wedding or engagement announcements, etc.) between 2 sheets of clear, flexible plastic and press down to embed. Durable, it won't discolor. Home kit of ten 3" x 4" sheets; 10 4" x 5" and 2 10" x 12" sheets. $4.50. A junior-size with 10 3" x 4" sheets, only $1.00, all postpaid. Order from Plain-Vu (L-94), Dept. A, Box 83, Mentor, Ohio.



With the greatest of ease, instant *Braquette* allows you to frame and hang any size print, sketch, color photo, etc., in a matter of seconds. Just place print between 2 single pieces of glass, clamp *Braquette* top and bottom, tighten locking lever and picture is ready to hang. In clear lucite or polished stainless-steel, adjustable to fit prints 2" to 36" high (25 pounds in weight), each, $1.50, ppd. Braquette, Inc. (L-94), Lenox, Mass.

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Should any knife prove defective it will be replaced free of charge. This guarantee is in addition to our Money Back Guarantee. Examine the knives, compare them for 10 days. Your money back QUICK if not satisfied.

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Sketching is fun and easy, even if you're not talented, with this *Magic Art Reproducer*. By looking through the top, you draw the reflected image of a still life, a friend, member of the family, etc. It can be quickly set for use on a table, desk or board indoors or out. Lots of rainy-day amusement for the whole family, it's $1.98, ppd. Norton Products (L-94), 296 Broadway, New York, N. Y.

A pair of sparkling beauties to brighten up your wall décor—highly glazed, colorful majolica-type plates. Beautifully detailed, imported from Europe, the glorious hand-painted reproductions of Currier & Ives prints show 2 famous winter farm scenes in a panoramic bas relief. Each 13¼" diameter is equipped for hanging (perfect too for serving party cakes, snacks, etc.), $6.50; set of 2, $12.50, ppd. Jenifer House (L-94), New Marlboro Stage, Gt. Barrington, Mass.

Be a miser with the "shower miser." A water-and-money-saving device, it conserves precious hot water while showering. Easily attached to the head of any bathroom shower, a twist of the valve stops flow of water while you're soaping; flick it back, water turns on at same temperature and volume as before without readjustment. Chrome-plated, precision-made, saves an estimated 20 to 30 gallons a shower, $2.95, ppd. Design Craft (L-94), 504 Interurban Bldg., Dallas 1, Tex.

Money and sentiment go together with this handsome money clip. Have it engraved, as you wish, with a special message such as: *Happy Anniversary, I Love You Darling, Congratulations on Your Promotion*, etc. 1⅞" long by ⅞" wide, in sterling-silver, $5.50, 1/20 12-carat gold-filled, $6.50, 14-carat gold, $18.50. (Add 10¢ for each letter engraved.) All incl. tax, ppd. Holiday House (L-94), Bellevue Theatre Bldg., Upper Montclair, N. J.

Mosaic Mondrian-style cocktail table, rich in design and in an exciting choice of colors, set off by black lines and sparkling white areas. Select the three-color combination tiles in a choice of pink, red, orange, yellow, green, turquoise, blue, brown or gray to highlight your decorating theme. Black wrought-iron legs and banding, it's 50" long x 22" wide and stands 15" high, $69.00, exp. coll. Mosaics by Asaro (L-94), Box 1556 Grand Central Sta., New York 17, N. Y.

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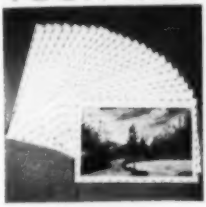

Landscapes of America are vividly brought to life on colorful, scenic place mats. Beautiful reproductions of original oil paintings from the brush of Granpa Stein, on sparkling white basket-weave paper, the set of 24 different, brilliantly colored nature scenes are so lovely you'll want to frame them as pictures. Each full-size mat is 14" x 10", set of 24, $2.00, all ppd. Granpa Stein, Inc. (L-94), 426 Marathon Avenue, Dayton 6, Ohio.

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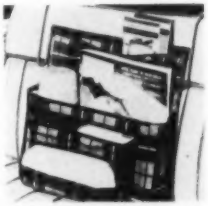

Car tote, hard to beat for convenience with its terrific capacity and versatility, slips over front or back of seat. Handy for housewives to hold baby's gear, toys, parcels, etc.; for salesmen, it keeps business papers, maps at hand. Wonderful for picnics to hold tissues, *Thermos*, sandwiches, etc. In waterproof red or blue and green authentic Scotch plaid, $5.95, ppd. Carol Beatty Co. (L-94), 7410 Santa Monica Blvd., Los Angeles 46, California.

The sentimental at heart (and aren't we all?) will adore this pair of pierced heart charms, each on its own key chain. Sterling-silver or gold-filled heart, cut in two (no other half will match), is handsomely engraved with his and her name and date on one side and the inscription, "With you my love, I share my true heart," on the other. The pair, $8.00, ppd., including tax and engraving. Order from Wayne Silversmiths (L-94), 546 South Broadway, Yonkers, New York.

Easy tie-on, see-through covers protect dining-room chairs from general soil, including messy spots created by over-eager youngsters. Made of heavy, clear plastic, so that you can enjoy the beauty of your upholstery, they wipe clean with a damp cloth in a jiffy. Each adjustable cover is 19½" x 20½". Marvelous protection at a tiny price, a set of 6, $1.79, ppd. Order from Elron, Ltd. (L-94), 225 West Erie Street, Chicago 10, Illinois.

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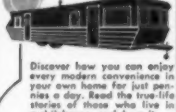

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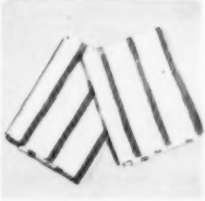

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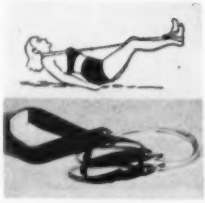

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So we ordered from Olson. And since we were short of old material, Jim's mother gave us her discarded blankets and a few old throw rugs. We bundled up the worn rugs, clothing and blankets and shipped everything to Olson at their expense! (Olson adds a liberal amount of New Wool to guarantee the highest quality reversible Broadloom.)

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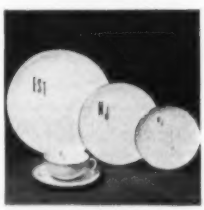

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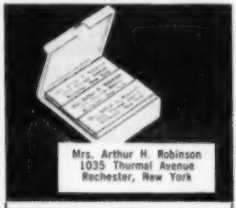

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PLANTER'S PUNCH

a gardening section for the young homemaker

In January, with a sizable section of the country in the clutch of winter, the first blush of spring seems far away indeed and the average young home gardener is content to nurse along a collection of house plants and indulge in that delightful midwinter pastime—a perusal of the colorful new seed catalogues. When the inevitable time for spring planting *does* arrive, where will we put the seeds? Have we ordered too much of one thing, too little of another? Gardening the small site—taking advantage of every square foot of available land—can be a challenge to the most experienced of green thumbs. Remember that outdoor space is meant to be lived in: it demands the same kind of thoughtful planning we devote to interior space. To save time and tempers during the spring planting season, the wise gardener puts pencil to paper and formulates a design well in advance of the spring thaw. Since most plants need light and warmth, it's best to select a spot that provides plenty of sunlight; for heavily shaded areas, consider ivies and the other hardy ground covers. Generally speaking, a level area is most conducive to the cultivation of healthy lawns, flower and vegetable beds; if your plot is deeply graded, try terracing to create a series of outdoor rooms at different levels. If the practicality of easy maintenance is your goal, plan to intersperse lawn and plant areas with brick or paved areas. Plan, too, with an eye to the future: planted this year near the terrace or patio, young trees will in time yield a rich harvest in shade. If this year's winter garden presents a bleak, skimpy view from indoors, it needn't: groups of evergreens can lend their emerald touch throughout the year. The first-time gardener will do well to order familiar flowers and shrubs; with experience, you can begin to experiment in the more exotic horticultural spheres. Above all, choose varieties suitable to your soil and climate, those that will make an effective pattern through variety of shape, height and color, and those that will blossom at different stages throughout the growing season. Remember, too, to devote a special section of your garden to the cultivation of cutting flowers—those you'll need for decorative purposes inside the house. Here, as a complement to an interior scheme, colors can take their cues from your home's color plan.

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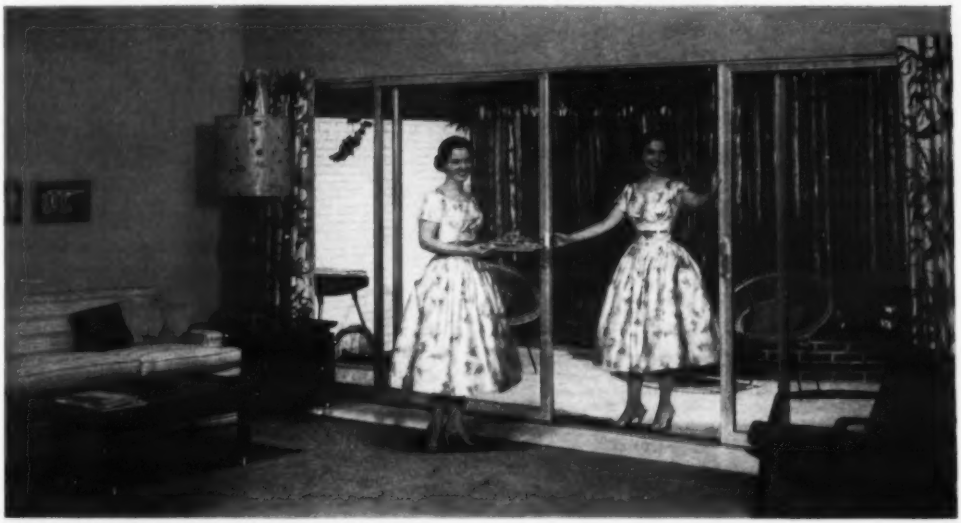

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Some types of electric heating [Continued from page 10]

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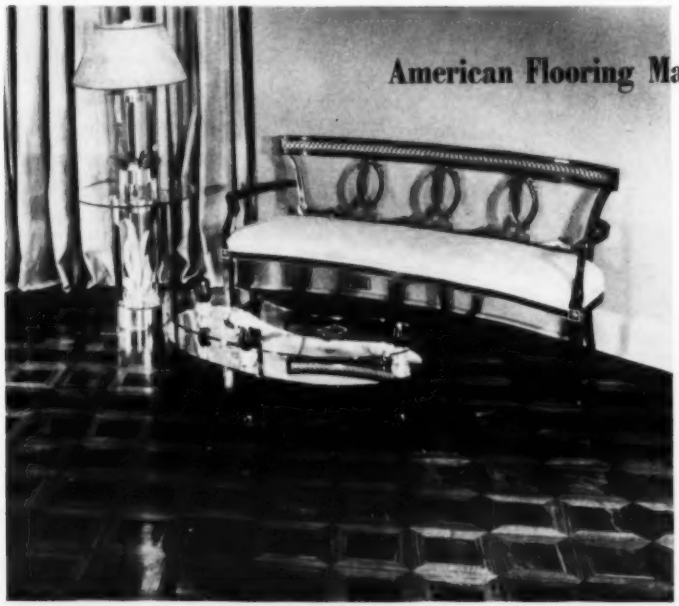

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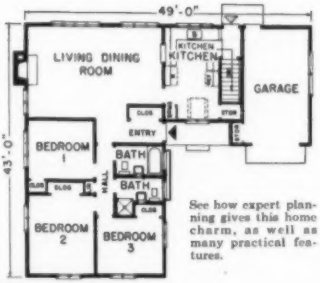

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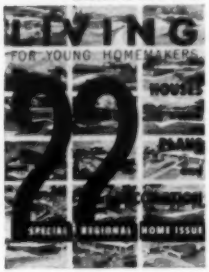

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FOR YOUNG HOMEMAKERS

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HOUSES WITH A PRESENT AND A FUTURE

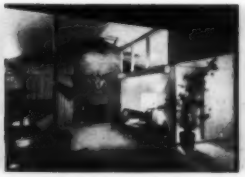
During the past year, over 1,000,000 houses were built in the United States, and since World War II, approximately 11,952,900. Like a school report card, they ranged in merit from excellent to fair to failing—a gamut so wide that there are still far too many people critical either of the design, the performance or the cost (or an incompatibility of all three) of their homes. There are many more, financially able to buy, who spend a goodly part of their time shopping the market, but never quite find the house that sufficiently sparks the desire to make them homeowners. And there are still others who are unable to secure financing for the kind of home they want, and who will not compromise for less.

Since this three-way criticism was one of the principal reasons for building twenty-three *Electri-Living* homes across the country, the program was plotted to examine the factors in question and, if possible, *make* them compatible. Four months ago, we showed you these houses in plans and sketches together with an explanation of the reason and philosophy behind them. We also quoted a price range in the area in which it was estimated they could be built, and we promised to present them to you in their completed state—landscaped, decorated, and ready for your evaluation.

Some exceeded our price stipulation by a mile, largely because more square-foot area was involved than could possibly be incorporated within the stipulated figure. All are built on choice—and consequently, expensive—property, and all are constructed and engineered as custom houses with no restraint on quality materials. Although some frankly disregarded cost in the application of new systems and the installation of advanced equipment, *all* attained a degree of comfort and efficiency that must be accepted as a yardstick for our evaluation of the home we want and the home we can afford. To be more specific:

1. Design: Believing that the day of personal taste dictating or rejecting the design of a home is here to stay, we in no way imposed *our* taste upon the architects chosen for the project. They were charged with but one obligation: that each house reflect its designer's interpretation of his particular region's requirements in taste, and none other. Today, however, design is affected so concretely by the many elements involved in the kind of living-conditioning that makes life truly pleasant, that proportion and embellishment are no longer whimsical decisions. The architect must always *design to certain fixed requirements*, and when he is successful in doing so, we have a satisfactory marriage between aesthetics and engineering. You will note the lack of any one predominating architectural style. There are bows to both traditional and contemporary design, but neither has been favored nor made obligatory—an omen, certainly, of the growing insistence of the public upon the sovereignty of its personal taste. And, although each house is designed as a reasonable approach to the preferences of our time, there is inculcated in them enough forward thinking to keep them fresh and provocative for a long time to come.

2. The utilization of property: When a major portion of a home's value lies in the land it is built on, that land must be manipulated to pay dividends, and with most of these houses, it is. The manner of orientation



and the use of sheltering and enclosing devices are as important as any other element in their structures, and as scrupulously defined. Landscaping plays a major role in this integration of property into allover design: in varying degrees, and as the individual house demanded it, planting has been exploited for protective service, to provide privacy and to enhance outdoor living. The maturing of shrubs and trees is, of course, a drawnout process, but for almost all the houses, the groundwork is laid, and, in some instances, opulently.

3. Bisocial planning: In each house (some to an extraordinary degree), there are two worlds—adult and juvenile—under one roof: segregated enough for individual privacy, dovetailed enough for mutual pleasure. For a young family with small children, this is certainly a pleasant prospect, but rarely do they realize that this is also an arrangement for the average family's life cycle. Children grow up, and eventually and often, grandparents come to join the household. When they do, it can be with equanimity, because provision has been made from the beginning for the possibility of two modes of life in a single dwelling.

4. The family room: This is the room that has come to be a must through the evolution of family patterns. Sacred to the family assembly, it may borrow space from the more ostentatious, formal living room—or even from the bedrooms—but it is undeniably justified in doing so. Like a good character actor, it has no difficulty in shifting easily from one role to another. It is close enough to the kitchen to serve for both informal and formal dining (a boon to the stickler for a separate dining room) and it is also a room for study and lounging. It is easily maintained, and tough enough to stand up under the astonishing onslaught of little hands and feet. In every house but one (and it solves the problem in its own way), there is a room designed to satisfy these demands. Also, this is usually the room where built-in hi-fi and television accomplish the feat of making the home both a concert hall and theater. In a locale where the public concert is a rarity, a continuous supply of good music at the touch of a dial is a joy, and television—whatever the trial of its growing pains—*can* be a great pleasure. We anticipate its maturity by setting the stage for it, properly and confidently.

5. Heating and cooling: The heating and cooling of these homes is successful because it represents the engineered interrelationship of site planning, floor planning, construction details, and the exacting automation of mechanical equipment. The resulting climate-conditioning affects far more than thermal comfort, in that it creates a climatic environment that is as nearly dirt-free as possible, moisture-controlled, and conducive to good health and improved personal appearance as well as a beneficent aid to the preservation and easy maintenance of a family's household possessions.

6. Electrical automation: Insofar as it is within human power to do so, the physical exertion required to maintain a household has been reduced to its nadir. The mechanics of heating, cooling, cleansing and all the hundred-and-one backbreakers of yesterday have been made to answer to two summoning agents: the button and the dial. In the event of a new *kind* of button or dial, there will be no question of a lack of structural, mechanical or electrical capacity to accept them when required.

7. The exploitation of the baths and kitchen: These rooms have progressed far beyond the familiar stereotypes we have accepted for so long. The bath is not only a retreat for ablutions, but a kind of *spa* with all precautions taken for health and safety, and all the accouterment of a well-appointed dressing room. It has also borrowed just enough of the Hollywood concept of a Roman plunge to be extremely handsome. As for the kitchen, it has shaken off the rigid efficiency of being purely a study in time and motion, and become an intimate symbol of the people who work there—an area where mutual participation in the maintenance of the home is a creative inspiration for each member of the family. Here, when they want to, the family can dine—simply, but delightfully, with none of the old shamefaced onus of "having to eat in the kitchen."

8. Sound conditioning: It is interesting to note—even in advertisements—how prominently sound-conditioning has come to figure in public thought, yet until this magazine took up the problem of acoustics in the home, [Continued on page 99]

From good planning, good design

Location	*107 Overlake Drive, East Medina, Washington*
Architect	*Paul Hayden Kirk, A.I.A.*
Builder	*Richard Robinson*
Builder association	*Seattle Master Builders, John A. Martineau, Field Director*
Utility company	*Puget Sound Power & Light Co.*
Decorated by	*Del Teet Furniture*
Landscape architect	*William G. Teufel*

All homeowners demand two things of a house: comfort and sound shelter. Some insist upon a third—good design—and a few hope for a fourth—the quality in a home that makes it a compliment to human dignity. To us, this house has that quality, and incomparably so. It is big (2,100 square feet) and, since it approaches perfection, costly. It is an *Electri-Living* home, which means that electricity has been used not only for illumination and power, but for aesthetic embellishment. Even without furniture, it would be "decorated" simply because of its virtuoso use of detail and its intricate lighting, inside and out. (Electrical costs alone were well over $2,000.) Due to its impeccable zoning of quiet and active areas (there are strict provisos for adult privacy, segregated children's play) and its series of outdoor courts, it is a home to be enjoyed in the fullest sense of family participation. Although it would take the average family several years to attain the elaborate equipment and costly landscaping the house now enjoys, we present it, nonetheless, for its basic integrity.

Finely scaled, carefully oriented to present its courts and patios as favorably as possible to the out-of-doors, the house (above) is approached by a covered walk bordering a wall of brick and obscure glass. A sunken, spotlighted garden (left) is planted around and beneath the entrance ramp, front door and a window which is an exercise in geometric design

Meticulously, beautifully packaged, the house relegates living and dining to its largest room. The dining area is paved with black and brown slate and its furniture concealed from the foyer with a permanent screen—a wall, but bulkless and translucent, and in both areas the play of light (through ceiling spots and strip fixtures) is as finely modulated as music

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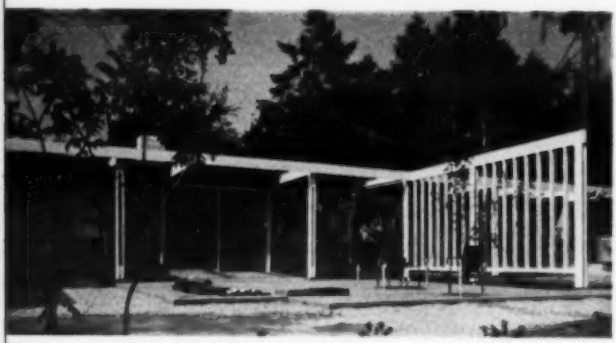


Elevations, although pleasantly repetitive in materials, textures and detail, are effectively varied by the architect's expression of the individual, exterior requirements of each room. Here (outside the family room), fine-wale siding is kept its natural color and hung horizontally; trim and trellis-overhang are painted white, and a hanging wood fence extends like an arm to divide terrace into two sections

Dedicated to conviviality and (we trust) good food, the family room and superbly equipped kitchen lie flooded with light at the rear of the house. Informal dining is simplified by the lower-than-usual cooking and serving counter—an experiment in proper height for work areas

A welcoming symbol of hospitality, a vaulted brick structure dominates the family room and holds the open fireplace and (a medieval note) a barbecue or rotisserie. The hearth, stylishly paved with tiny, black mosaic tiles, has its practical aspects as a table, a bench or a counter

Master bedroom is part of a strictly adult, self-contained suite with its own bath, dressing room and patio. One wall of copper-and-honey-colored brick extends out into the patio to join (for complete privacy) a wall-like baffle of obscure glass—translucent, but not transparent. (On the other side of the house are two children's bedrooms, another bath, a guest-room-study and a large recreation and hobby room)

Neatly compartmentalized, brilliantly lighted (strip fixtures, infrared ceiling lights, a skylight and a ribbon window), the master bath and dressing room has a wall of the exterior brick in the shower section; two walls, in the dressing area, of built-in wardrobes with sliding doors

The selling price of this meticulously packaged home was $47,500—a total that included land valued at almost $9,000, landscaping, all kitchen appliances (including built-in freezer and refrigerator), carpeting and draperies, indirect building costs, selling and administrative costs. The builder estimates that a basic reproduction, minus the above features and special fees, could be built on the owner's land for approximately $12 per square foot

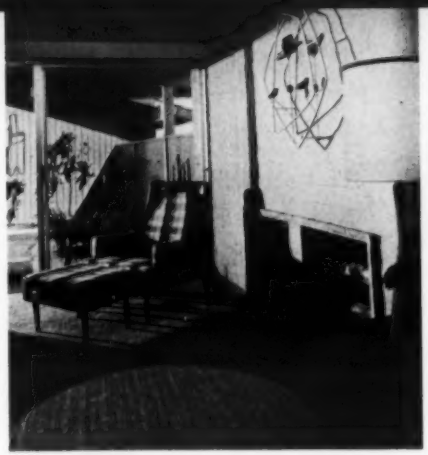
Because of its great simplicity (and consequent elegance), the house is decorated with an astute understanding of its need for understatement. There is no unnecessary furniture: each piece plays a definite part in a carefully devised pattern that is both desorative and functional—a pattern that, once established, is brought to life through the focusing of the various sources of illumination. In the living-dining room, for example, general light is diffused by concealed strip fixtures while ceiling spotlights provide highlighting—"aimed" light that gives the room accent and dimension. An eighteenth-century Japanese screen over the sofa sets the mood and color scheme, and (our hats off to the landscape architect) the sunken gardens outside the glass walls bloom in a floodlighted periphery of green that would distinguish any room, whatever its décor, anywhere

Nostalgia need not preclude functionalism

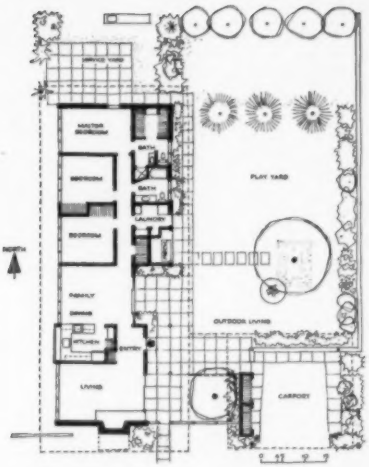
The thousand upon thousands of so-called ranch homes across the country tell more eloquently than words just how difficult it is to re-create the warmth and romantic appeal of the traditional ranch style. This house succeeds, where many have failed, because it has borrowed authentic traditional materials and combined them imaginatively with contemporary planning and the latest equipment. The soft texture and neutral shades of adobe establish the character of the house; hand-split cedar roof shakes and redwood siding also contribute to the nostalgic impression of warmth. Realizing that today's young family cannot live entirely on nostalgia, the architect has devised a plan which admirably suits the contemporary pattern of living: quiet and active areas are well separated; indoor living and dining spaces flow easily to corresponding outdoor areas in a secluded patio. With all its appeal to the rugged individualist, this house can also be built in proximity to neighbors, the patio and carport serving as buffer on one side, a deep overhang and high privacy windows providing protection on the other.

Location	*4007 East Gettysburg, Fresno, Calif.*
Architect	*Robert W. Stevens, A.I.A.*
Builder	*Yager & Yager*
Builder association	*Home Builders Association of San Joaquin Valley, Inc., Roger E. Butler, Executive Secretary*
Utility company	*Pacific Gas & Electric Co.*
Decorated by	*Roth Furniture Co.*
Landscape architect	*Burr Garman*

Total selling price of $24,500 included a landscaped plot and carport, plus such features as engineered lighting indoors and out, built-in kitchen equipment (except refrigerator), low-voltage wiring system, all-electric heating and cooling, precast terrazzo lavatory and shower, intercom system, infrared bath lamps



The blending of texture and pattern, the interdependence of indoor and outdoor spaces are immediately noticeable in the living room. More subtle is the room's lighting: a unit built into the cove over the windows and operable on dimmer control. Plan shows placement of 1,600 square-foot house on 75′ x 115′ plot to allow openness of living spaces to patio, privacy and quiet to bedrooms



Unmistakable evidence of two design trends are the open kitchen and the secondary living space, a family-dining room, which operates in tandem for ease of food service. Part and parcel of the latest in kitchen planning, the food center is short on space, long on a compact wealth of built-in equipment, including a master intercom unit (below wall cabinets). Buffet-bar divides surface units and the informal dining center

DALE HEALY

Architectural unity is created by relationship of house and carport roof lines, by design and location of connecting fences. The resulting enclosed patio is a private world for relaxation. Landscaped for minimum maintenance, it has a central grass plot surrounded by adobe paving. The four-foot overhang supported by posts is today's counterpart of the veranda of the early ranch house. One segment is covered in retractable canvas panels; similar panels protect one area of patio

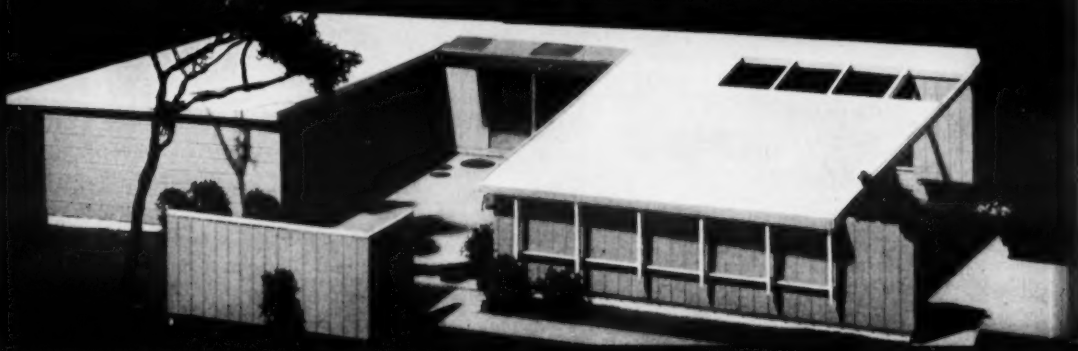
Adobe block, painted a warm beige, forms one wall of the master bedroom; the other three are gypsum board painted a delicate green. Carpet is beige; quilted spread, green. Master panel located at other side of bed controls illumination throughout house, grounds

Location	*5703 Heatherbloom, Houston, Texas*
Architect	*Crochet & Carroll*
Builder	*Lester W. Prokop*
Builder association	*Houston Home Builders Association, Gordon Neilson, Executive Vice-President*
Utility company	*Houston Lighting & Power Co.*
Decorated by	*Joske's of Houston*

Selling price of house as shown was $25,000 including a landscaped plot with a reflecting pool, complete kitchen, laundry and hi-fi equipment, a cooling system, air purifier, dimmer control for lighting, full-voltage, touch-action switching, fire-alarm system, heat and sun lamps, carpeting. Builder estimates that house can be built to sell for $21,000 with land but without extras

Life around a Tex

Two factors have made the courtyard an integral part of the residential architecture of Texas: the climate which permits maximum outdoor living and the persisting Spanish tradition of the central, enclosed patio. In Houston, the house structure and garage were treated as screening elements and, along with short segments of fencing, literally wrapped around a court. Onto this central, unroofed space, sliding doors open from the bedroom wing on one flank and from the family-dining-kitchen area on another. Partially sheltered living space was planned as an integral part of the court: the two-car garage is open on the patio side and to give it the appearance of an inviting living and entertaining area the ceiling is trimmed to resemble a canopy. While the informal life of the house revolves around this outdoor hub, the need for a more formal room was not understated; a living room was located at the front of the house, without direct access to the court, reached only from a small foyer off the main entrance. Giving no hint of the varied living potential behind it, the street elevation presents to the passers-by windowless walls of rough-sawn board and batten.



JOHN ROGERS

Approach to main entrance (opposite) is dramatized by a beamed opening in the roof structure linking house and garage, by a change of level to a raised flagstone platform and by a reflecting pool, a definite part of the design along living-room windows. Baffles at left of entrance door screen the courtyard, give access through middle, hinged section. The court itself is paved in concrete, reducing upkeep to a minimum. The only planting is an area along bedroom-wing wall and in a circle with what will one day be a shade tree

Texas courtyard

The casual part of the house is handed into three distinct areas. Farthest removed from the living room is the corridor kitchen, with a serving counter to the dining area, sized to accommodate a round table and chairs and with a service door (right). Opposite dining table is a lounging nook (unseen)

Carpeted, serene, the formal living room's importance is heightened by a change in level of two steps down from the flagstone entry. Ceiling sweeps to ridge pole, maintaining the effect of the beams by application of natural wood battens to gypsum-board surfacing. Climate obviated the need of an open fireplace; to give the room an alternate focus of interest, television and book corner was arranged at end of window wall

Direct approach to the facts of living

ALL PHOTOGRAPHY BY JOHN ROGERS

There is nothing contrived or complicated in the planning of this Dallas house. It reflects a straightforward evaluation of family activities and needs plus a respectful acceptance of the fact that most of us live in proximity to our neighbors. Extending as close to property lines as codes will allow, the house presents as few windows as possible to the street or adjoining property. In an area where sunlight from the southwest is to be avoided, a generous overhang protects the windows that do exist on that exposure. The massing of brick along the bedroom wing and the parallelism of line give the impression of simplicity without monotony. The living-room wing projects separately, allowing a single-gabled roof line to integrate a covered entry with the chimney mass. In the glare of brilliant sun, the house appears impervious to the heat, expressive of its region. At night its well-lighted exterior gives it the illusion of standing importantly against the Texas landscape. The foyer is the compass for the interior plan: a door at left gives access to a bath-powder room located to serve either guests or occupants of the master bedroom. On the right is a wide entry to living and dining area; a sliding door permits immediate passage to family room and kitchen or full privacy for activity there.

The expansive, paved patio (opposite) is effectively secluded and in turn provides privacy for the expanse of glass along the north side of the house. An overhead trellis connects family room and two-car garage. The latter, enclosed on three sides, will make an excellent rainy-day play area for the children. Turned as it is to face only the private driveway, the garage will reveal neither to house nor street the inevitable gear "temporarily" placed there. Parallel to the driveway, a wood screen makes a decorative shield, leaving the patio open only on the garden side. Convenience to the kitchen makes patio entertaining practical and enjoyable

Location	***3348 Regent Street, Dallas, Texas***
Architect	***Fisher & Jarvis, A.I.A.***
Builder	***Gordon L. Wright & Associates***
Builder association	***Home Builders Assoc. of Dallas County, Herbert DeShong, Executive Secretary***
Utility company	***Dallas Power & Light Co.***
Decorated by	***Cook's Modern Home***
Landscaping by	***Carl Hilger Landscape Co.***

An index of the superbly planned lighting throughout the home can be found in the living and dining rooms (opposite). General indirect illumination from concealed strips throws a soft wash of light on two walls and the vaulted ceilings above them. One of these valance lights serves a secondary purpose: it illuminates the ceiling which slopes over entrance porch beyond the high windows. (Like the underside of all eaves, the porch ceiling was painted white to "bounce" a limited amount of daylight indoors.) The illusion —but none of the restriction—of a separate dining room is created with two devices: a room-dividing storage cabinet and a pole lamp that's as movable as a table lamp. To provide desired intensity for various moods and tasks, a dimming device (below) adjusts from "bright" to "dark"

The kitchen is the mechanical and business section of the family room where, in all likelihood, most meals will be served, in viewing range of the television set. The arrangement of equipment encourages an organized system of food preparation and service. The serving bar has ample storage space for china and is the "receiving station" for provisions brought in from the driveway. Housewife's planning center is under the wall-hung refrigerator and freezer units

Selling price of house as shown was $25,000 which included a landscaped plot, fencing, a heating and cooling system, lighting on dimmer control for living and dining rooms, temperature control in showers, complete kitchen equipment including a wall-hung refrigerator and an annunciator system

There are three bedrooms and each has a generous supply of closet storage space. A valance at ceiling height conceals strip lighting that floods one wall with a pleasant glow. Throughout the home, neutral backgrounds (walls and carpets are sand-beige) permit a lavish use of strong accent colors, here, turquoise and persimmon

Research house relates comfort to space

In the *Electri-Living* program, all the houses were, in a sense, case studies in the application of electricity for more comfortable living. The house in Portland, Oregon, combined the talents of architect, electrical engineer and builder in creating a level of electrical comfort as an integral part of good planning. Space by space they weighed the needs for light- and climate-conditioning throughout the house. For example, there are four distinct applications of electric heating in the home: the living room and bedrooms have baseboard units; both baths have wall units for concentrated warmth; entry, living room, family room and kitchen have resistive cable ceiling heating. To provide a heating boost in winter, a small heat pump was added in the family room, of sufficient capacity to cool the entire house in summer, a less important consideration in the predominantly cool climate. Result is a balanced and flexible climate-conditioning system.

Deliberately understated, the exterior relies for its effect on clean-cut detailing and the use of native wood, Western red cedar finished in some areas, left rough in others. L-shaped plan enfolds an extensive concrete-paved terrace at rear, well-illuminated for evening pursuits, and with a large sandbox for children

Location	***6710 Southwest Thirteenth Avenue, Portland, Oregon***
Architect	***Walter Gordon, A.I.A.***
Builder	***Jack C. Nunn, Inc.***
Builder association	***Portland Home Builders Association, Robert L. King, Executive Secretary***
Utility company	***Portland General Electric Co.***
Decorated by	***Meier & Frank Co.***

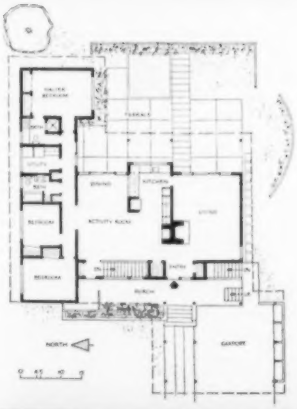
Impressed with the engineering of the home, the builder sold a much larger house and became his own first customer for this design. He estimates that he can build a custom adaptation for $30,000

Trellis lowered under carport roof lends an element of contrastive pattern and color to exterior. It also delineates approach to main entrance. For partially protected outdoor living, there is a sizable front porch which leads to family room. Carport, with four storage lockers, has access through a covered passage to the basement, from there to living area

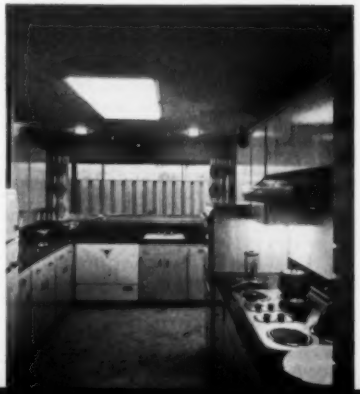
Flexibility is the keynote of the lighting plan, also a major contributor to physical and emotional comfort. The living room has valance lighting over windows, recessed lighting on a dimmer control in a lowered ceiling section (which bands living room, entry and family room). A ceiling spot affords accent and picture lighting; portable lamps illuminate reading, sewing and specific tasks

CHARLES FRANKEL

Massive chimney block in beige and salmon brick sets the color scheme of the house, is a pivot linking entry, living room and family room, the latter a central space with an area for dining near the kitchen. Plastered walls are oyster-white, blending with the sen wood of lowered ceiling. The casually furnished room opens onto terrace through sliding glass doors



Straddling the living areas, accessible to outdoor spaces, the kitchen is well-located to serve as the housewife's monitoring station. Its features include counter-top power units for mixer and blender, an ozone lamp over range top to remove cooking odors, a ventilator fan to take off steam. Plug-in strip above counters offers an electrical outlet every seven inches (in the entire house there are more than 150 outlets). Plan (left) indicates division of 1,740 square feet into separate living and sleeping sections. Utility room is located between two baths for convenient disposal of soiled laundry



The local consumer has his say

Location.....**10675 Springmill Road, Indianapolis, Indiana**

Architect.....**Fleck, Quebe & Reid Associates**

Builder.....**Pike Realty Co.**

Builder association.....**Marion County Residential Builders, Inc., Richard L. Jones, Executive Secretary**

Utility company.....**Indianapolis Power & Light Co.**

Decorated by.....**L. S. Ayres & Co., Inc., Blair Catterton, Decorator**

The builder of the Indianapolis house has found that home-buyers in his region have very definite, very precise requirements. First and foremost, they want permanence—the look and fact of stability, and secondly, space inside their homes and around them. They want a separate laundry room next to, but not in, the kitchen, and they want a full basement. They strongly prefer a dining room used for that purpose alone, and if—as in this case—it is an extension of the living room, they insist upon an articulate definition of the two areas. They believe a house should fit the entire family rather than be geared to what might be the passing whim of an individual member: in short, they have no interest in idiosyncratic dwellings. To minimize chores and to provide good, solid, dependable comfort, they want technological developments as they are *proven*. If, to the less dogmatic buyer, this seems an ultraconservative attitude, he must remember that this is a successful house in its locale. Its permanence is assured, and in 2,600 square feet of enclosed space (not including full basement and terraces), it agrees to the letter with every facet of local consumer request.

The selling price for this house was $42,500. The following items were included: land, landscaping, all-electric heating and cooling, touch-action switching system, custom-built cabinets in kitchen and baths, all kitchen appliances (including wall-hung refrigerator and disposer), electric water heater, annunciator system, radio-controlled garage-door operator, recessed lighting, ventilating fans, glass shower doors

Congeniality and warmth are the earmarks of the family room (above), qualities contributed by the handsome wood paneling, the practicality of acoustical ceilings and the invaluable asset of good lighting: valance, ceiling and portable light, each supplementing the other. A view of the kitchen from the family room (right) shows the way the two areas are divided by an informal dining group. Kitchen walls and cabinets are wood with a pale, hand-rubbed finish that contributes, even with contemporary equipment (wall-hung refrigerator, built-in oven and cooking units, dishwasher and strip lighting beneath the cabinets) to a sympathetic relationship with the French provincial furniture used for dining group

Ceramic tile in blue and green is used for the bath that serves the master bedroom. Fixtures are white, and a pale wood (again the French provincial touch) was chosen for the custom-built cabinets. Efficient light for shaving or make-up is provided by the strip fixtures on either side of mirror

Since labeling in the most general terms is a national habit—whether the appellation is logically descriptive or not—the tag "split-level" has come to designate a style, and often a homely one. In this house, built in Atlanta, the architect has avoided the cliché of popular terminology and gained full advantage of a sloping site by complete concentration on vertical planning. The result is a graceful integration of land and structure that presents a thoroughly pleasing composition from any angle. The roof sweeps in a gentle slope from one end to the other of the pine-siding-and-glass rectangle that encloses the center and upper levels, each of which has access to an outdoor terrace or cantilevered deck. A large house by our standards and pocketbooks (2,000 square feet), its feeling of space is immediate and impressive when one enters the door. The foyer and living room on the center level *lend*—as well as *borrow*—space and light from the family-dining area on the level above. This is dramatic emphasis that definition of rooms by different levels creates a spaciousness beyond square-foot area. It is a house for children and adults where both have indoor and outdoor space all their own—a concept more than conducive to the pursuit of harmonious family living.

Location	***4488 LeConte Avenue, Atlanta, Georgia***
Architect	***Gerald L. Bilbro, A.I.A.***
Builder	***Edward A. Barton***
Builder association	***Home Builders Assoc. of Atlanta, Jon McDorman, Executive Vice-President***
Utility company	***Georgia Power Co.***
Decorated by	***The Pacer, Atlanta, George Post Foote, Designer Mary Seiser, Color Stylist***

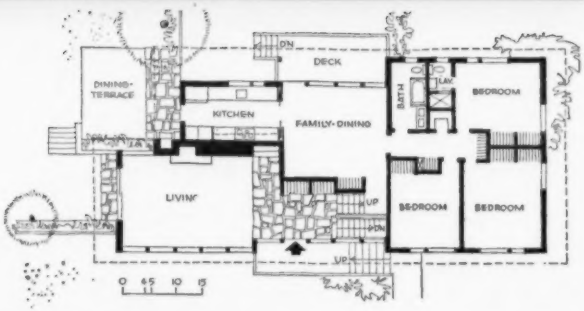
Vertical planning for family living

Because of its simplicity of line, the architect has taken great pains to make the exterior provocative in both texture and color: pale-pink Norman brick is combined with pine siding painted a soft avocado-green, and—by way of an exclamation point—the front door is deep persimmon-orange. Approached by a brief flight of steps, the main entrance at center level is given considerable authority (and with night lighting, definite drama) by being placed in a wall of glass panels, and there is a less formal, rainy-day entry from the carport at lower level. Two paved terraces (one, for dining, opens directly off the kitchen) lie at the rear of the house—sheltered, out of sight from the road, and existing trees have been carefully spared to form a stately and protective cordon about the house

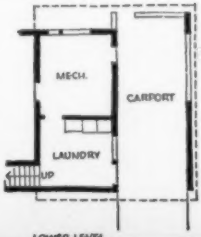
ALL PHOTOGRAPHY BY ERNEST SILVA

Family-and-dining room (opposite), reached by a short flight of stairs from the foyer, is located with the kitchen, bedrooms and baths on the upper level. The top of a bank of closets that forms one wall of the foyer becomes (at its upper-level extremity) not only a buffet for the dining area but a neat hideaway for television set; two sofas in a V (right foreground) are a comfortable bleachers. The wall opposite the buffet consists of four tall panels of glass and opens on a deck that leads to the rear terraces; the ceiling, supported by picturesque pine beams, is the underside of the structural roof planking; the good-looking flooring is parquet

The great advantage of the decorator working hand-in-hand with the architect and builder from the inception of the house (which happened in this instance) is manifest. The color scheme of the entire center level was determined by the beige masonry block wall in living room (the block itself is made of granite and marble chips in units that are split, and then, for greater textural value, laid with the rough side outward). The wall also serves as a reflector for the fluorescent light concealed behind a valance that runs the length of the room: the result is a masonry "curtain" of soft light that requires only the supplement of portable lamps. By day, natural light pours in from a window wall that extends into the foyer (below), an area that is almost part of the living room and, by virtue of its size, the first step in the home's exercise in space



House was sold on a landscaped plot for $33,000. This sum included such features as the electric heating and cooling system, the electronic air filter for distribution ducts, electronic temperature controls for shower and bath, glass shower doors, low-voltage wiring, fire alarm, intercom system, all kitchen appliances (including built-ins), architectural indoor and outdoor lighting, insulating glass throughout, carpeting and draperies, slate flooring in foyer



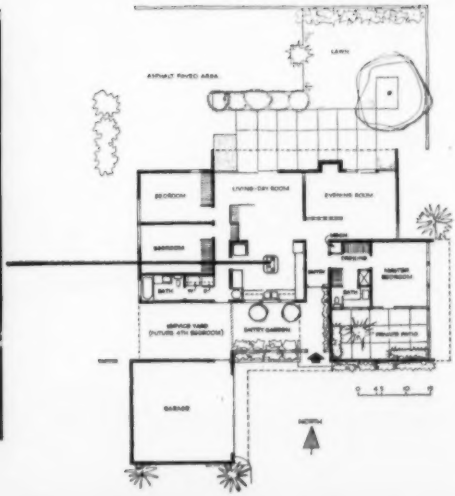
LOWER LEVEL

Practical romanticism

Certain militant voices give the impression that prospective home buyers want nothing but a kind of storehouse for their possessions or something for their children to tear down. If this were true, it would be as deplorable as an architect designing a house only to look at. *No one* wants a dull house, and in southern California, especially, the practical, *romantic* home is highly prized. That is why, before designing this house, the architect knew that he must incorporate in it a series of factors that survey after survey had proved would be sought for by the future buyer. In short: 1. A separate entry or foyer; 2. a family room (but not a traditional dining room) big enough, good-looking enough to be used for semiformal entertaining; 3. a dining area in or near the kitchen; 4. two bathrooms, one for children, the other, somewhat more elaborate, for adults (a tub in the children's bath, a shower in the adults'); 5. a laundry *apart* from the kitchen (local housewives see no affinity between cooking and soiled clothes); 6. provision for the Californian creed of outdoor living, but not in a goldfish bowl (outdoor living is hardly a joy when the neighbors are part of it); 7. a two-car garage—not a carport; 8. a formal living room with no other function except that of being what the French call a place to be civilized; 9. a kitchen open in its plan, but not blatantly so; 10. a work area dedicated to sewing and handicrafts. Then, his list before him, the architect set to work—determined to interpret it as freshly as possible in as handsome a setting as he could devise. The result is as much a comprehensive research in planning as it is in *Electri-Living* (here, in fact, they are one), and certainly a revolution in the social approach to family life. If it is particularly suited to southern California, it is because it is tailored to measure to local preference—practically, aesthetically.

To augment the home's 1,500 square feet with as much outdoor living space as can be achieved on a city lot (77 x 115), the entire plot was treated as living area: part of it is roofed and walled, part only walled, part only roofed. In the European manner, the house presents a windowless facade to the street (opposite, left), with the door to a courtlike entry-garden at direct center. A private, strictly adult patio off the master bedroom lies behind the concrete-block wall bordering the driveway, and at the rear of the house (below) is the family patio, a wonderfully livable area—even at night, when it is brilliantly lighted. For unity's sake, three colors—a sand-beige (which predominates), mimosa-yellow and Pacific-blue—are used both outside the house and in

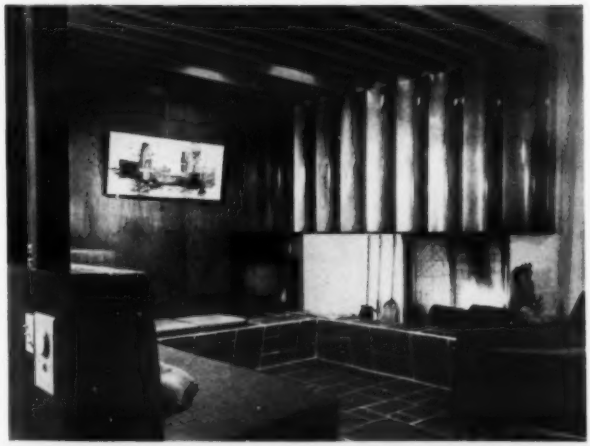
Location	***9701 Maureen Drive, Garden Grove, Anaheim, California***
Architect	***John Kewell, A.I.A.***
Builder	***H. Cedric Roberts & Sons***
Builder associations	***Home Builders Institute*** ***Building Contractors Assoc. of Calif.***
Utility company	***Southern California Edison Co.***
Decorated by	***The Broadway, Anaheim*** ***Kenngott-Brossmer, Consulting Decorators***


LAWN
ASPHALT PAVED AREA
BEDROOM
LIVING-DAY ROOM
EVENING ROOM
BATHROOM
BATH
SERVICE YARD
(FUTURE 4TH BEDROOM)
BATTY GARDEN
GARAGE
NORTH

The selling price for this house on its fully landscaped plot was listed at $35,000. Included were electric-resistive heating in the ceilings, a three-ton air-conditioner, intercom system, built-in hi-fi, electronic oven, low-voltage wiring and switching, electronic temperature regulator in showers, sliding shower doors, built-in freezer and refrigerator, light dimmers, specially designed cooking island, copper hoods, ventilating fans, built-in black walnut cabinets, terrazzo terraces, architectural lighting, an automatic sprinkler system

Utterly unorthodox in conception, the "day" room (opposite) is a family stamping ground that, bisecting the house, is flanked on one side by the children's wing, on the other by the adults'. Here, ingeniously, most attractively, and within the confines of one area, the architect has succeeded in establishing a family "return" to the hearth. Three sliding panels can be drawn to screen the dining group, and the mosaic-tiled cooking island is so designed that children can sit at it on small stools but *not* reach the cooking units. A built-in mixer is installed in this marvelous mushroom; lights and a fan are hidden in the copper hood above. Since this is a kitchen that must, upon occasion, "dress up," the cabinets, regarded as furniture, are burnished walnut, and the sink can be covered to become a sewing counter

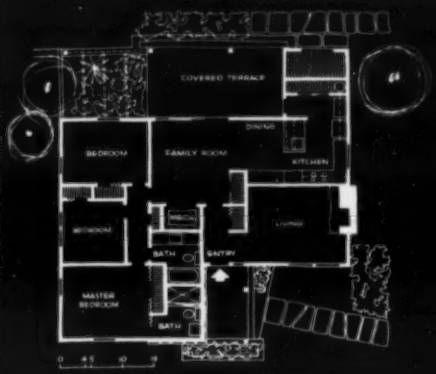
J. CALE HEALY



Designated unconventionally but aptly as the "evening" room, the formal living room is L-shaped with its narrower area designed for conversation, its broader section for cards. It is a room richly variegated in texture, with one wall of spruce, one of walnut, a fluted copper hood over the fireplace, a slate floor and built-in banquette that is a continuation of the hearth. Viewable in both day and evening rooms, the television pivots in place at the end of the hearth, and hi-fi is built in (above, right) with its control switches on a wall panel in a group with the buzzer which opens the outer front door, intercom control units, light switches, cove-lighting dimmers

An architect with his ear to the ground cannot practice very long in a locality without becoming as aware of his co-fellows' tastes and preferences as the local physician is of their aches and pains. He may approve or not; whatever his reaction, he is faced with a challenge which, in this instance, was an architectural love-match well-tempered by convenience; *i.e.*, the blending of traditional design (a local, majority stipulation) with contemporary functionalism. Using native materials—wood, stone and brick—the architect has designed a house that is conventional (in its outward aspects, at least), pleasant to look at and obviously comfortable to live in. Working with 1,350 square feet of space, his principal problem was to create two living areas—one formal, the other casual—whose dimensions would be in accord with their importance and use. Since most families entertain themselves more than they do guests, the formal living room became a room of modest size—yet off by itself, a true "parlor." Family living got the lion's share of space and is well-integrated with a dining area, an open kitchen and a large, glass-doored covered terrace. Three bedrooms and two baths complete the picture of a home whose only pretension is to assure its owner that he is living a smoothly geared life in exactly the kind of house he most admires.

Traditional house with a contemporary point of view



Location	*5238 Seacroft Road, Charlotte, North Carolina*
Architect	*R. Emory Holroyd, Jr., A.I.A.*
Builder	*George Goodyear*
Builder association	*Home Builders Association of Charlotte, Robert Barker, Executive Director*
Utility company	*Duke Power Co.*
Decorated by	*Weathers Furniture Co., Dorotha Goodyear, Decorator*

This house was sold for $22,500. Included in the selling price were land, landscaping, all-electric heating and cooling, low-voltage switching, built-in kitchen appliances (including an appliance center), an intercom system combined with radio, ventilating hood, fan and light, washer-dryer, temperature controls in showers, termiteproof construction

Chosen for their "native-son" qualities, board-and-batten siding, fieldstone and brick are melded into an exterior that is reassuringly reminiscent, yet has no quarrel with contemporary aesthetics. To deserve the name, a traditional house should have a traditional, definitely stated entrance (not simply a handy aperture somewhere), and the architect has made rather a handsome thing of it (opposite, top). Carefully sheltered, brightly lighted, it is bordered by planters, made impressive by a wall of fieldstone, and graced by a louvered front door that seems exactly right for a Southern home with its eye on today

Dining area of the family room (right) is separated from the kitchen by a counter broad enough to hold the sink and, at the same time, perform as a snack bar. Family room proper lies beyond, a sizable area that opens on an even larger terrace—covered and screened—very much the outdoor living room and an ideal place for dining in clement weather. Thus, in four closely correlated areas, the architect has given the family more than enough room to relax, play, dine at their ease and, certainly, to stretch their wings

ALL PHOTOGRAPHY BY ALDERMAN STUDIO

The fusion of the traditional look and modern workability is exploited to a remarkable degree in the kitchen, where atmosphere goes hand-in-hand with pure twentieth-century inventiveness. Behind the Cape-Cod-pantry mien of the built-in wood cabinets is an array of devices calculated to make any housewife's life a happy one: an appliance center next to the surface cooking units (right, top) shares honors with an ingenious combination of intercom system, radio, ventilating fan and illuminated hood. On the other side of the wall oven (right, center) is a desk for menu-planning, bill-paying and sewing, with the desk so designed that the seamstress can really get her feet under it, and at the far end of the room (right, below) is the combination washer-dryer, and next to it, a storage unit for laundry appurtenances alone. A suspended cabinet over sink counter has sliding doors of pebbled glass on either side, and here (and over all work surfaces) illumination is concentrated to literally "lighten" each task

Seemly in a woodland house, the redwood exterior was left in its natural state to weather as it might; only the trim and brick foundation were painted—one white, the other pale gray. At the rear of the house (below), a balcony opening off the living room is hung among the foliage of the encircling trees—a vantage point for the superb view and a shelter for the paved terrace which runs the length of the house outside activity room at ground level

Hillside home in Ohio

Moses Cleaveland, as far as we know, was an adventurous man. Hot from the American Revolution, he practiced law in his native Connecticut until 1796, when suddenly he locked up his office and went tramping across the country to that tract of land known as the Western Reserve. There, at the mouth of the Cuyahoga River (limpid then, muddy now), he established a settlement still known (if with but one "a") by his name. The "settlement" is now a great, sprawling city full of extraordinary examples of the kind of houses that, when they were built, were called someone's folly, and now rest in peace as landmarks. So it seems logical that, in obbligato to these mementos, there should be a new kind of house in Cleveland with some of the adventurousness of old Moses about it, and this, certainly, is one of them. Although not quite so simple as it looks, it is, outwardly, at least, completely unostentatious—a home of two stories which makes no effort to compete with nature, but is content to be a complement to its beautifully wooded hillside setting. This pleasant severity, moreover, is carried indoors, where—with neither sacrifice of comfort nor the amenities of living—there is a refreshing absence of meaningless fussiness. Detail is good, but limited in application to the exigencies of a small home. Arranged in a central, windowless block, the skylighted kitchen and baths permit a maximum exposure for the perimeter rooms—rooms that can be snug or open—a wise observance of Cleveland's climatic vagaries.

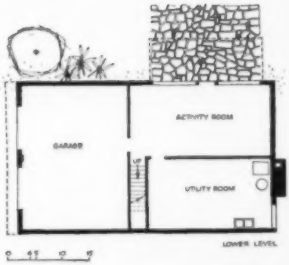
Location	**2460 Buckhurst, Beachwood, Ohio**
Architects	**Hart & Weiss**
Builder	**Richard A. Koplow**
Builder association	**Home Builders Association of Greater Cleveland, James Leibrock, Executive Vice-President**
Utility company	**The Cleveland Electric Illuminating Co.**
Decorated by	**Garth Andrew Co., Bath, Ohio**

LUIS LEMUS

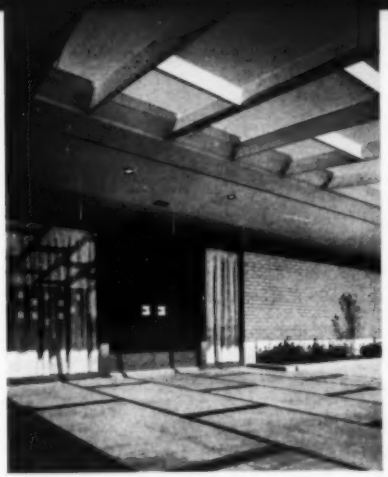
Working as a team, architect, builder and decorator were determined to have (and succeeded in getting) as well-integrated a home as lay in their power. The decorator, impressed with the clean, "young" lines of the house, chose a white, washable wall covering for all walls (with the exception of those paneled in walnut) to heighten the intensity of accenting colors in fabrics and accessories. In the living room (skylighted at its windowless end), a pale rug "floats" effectively on the burnished parquet flooring, and defines a conversation group of contemporary, white-metal-frame sofa and chairs upholstered in brown, black and turquoise tweeds

Swimming in sunlight from the balcony window wall, the dining group occupies a little area directly opposite the kitchen. Colors and materials used in the living area are repeated in the plastic-topped table and white-metal-frame chairs—two upholstered in turquoise and black, two in emerald and black. The kitchen is "galley-type," with royal-blue base cabinets, white wall cabinets. Along one wall and topped with stainless steel is a single, well-lighted unit that holds a built-in oven, sink, range with ventilating hood, disposer and dishwasher. Opposite wall holds the refrigerator, base cabinets and another oven at eye level. Here, too, walls are covered in white, washable wall canvas; flooring is gray and white vinyl tile; laminate counter top is gray in a linen pattern

Sold for $34,000, the house as a package included such items as a sizable plot, forced warm-air heating system, electrostatic air-cleaner, built-in television and hi-fi with remote speakers and controls, temperature controls in showers, recessed lighting, wall canvas throughout, built-in double ovens, range, disposer, dishwasher and ventilating hood, parquet flooring in living room



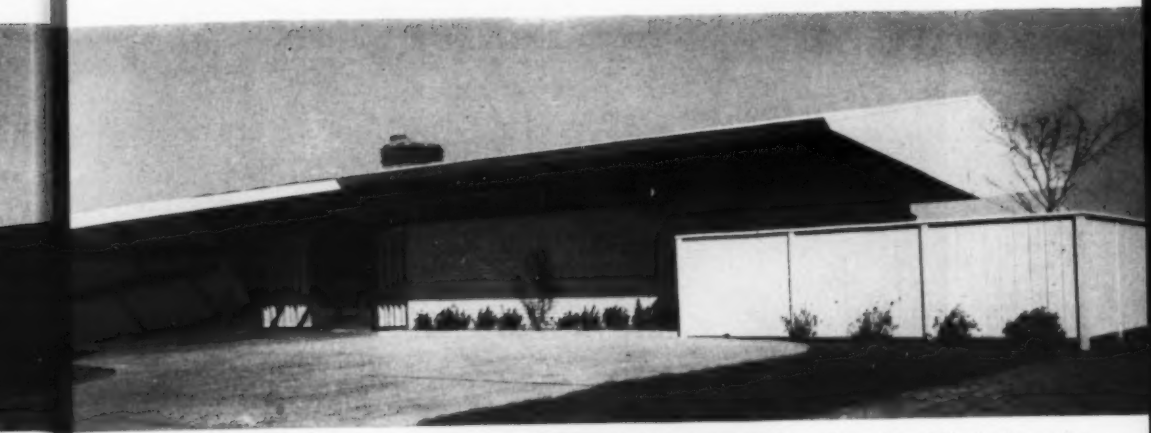
Location	***2925 Kent Drive, Oklahoma City, Oklahoma***
Architect	***R. Duane Conner, A.I.A.***
Builder	***Floyd Harrison***
Builder association	***Oklahoma City Home Builders Association, Gus Fields, Managing Director***
Utility company	***Oklahoma Gas & Electric Co.***
Decorated by	***Cullimore's Home Furnishings • Interiors John Spoice, Decorator***

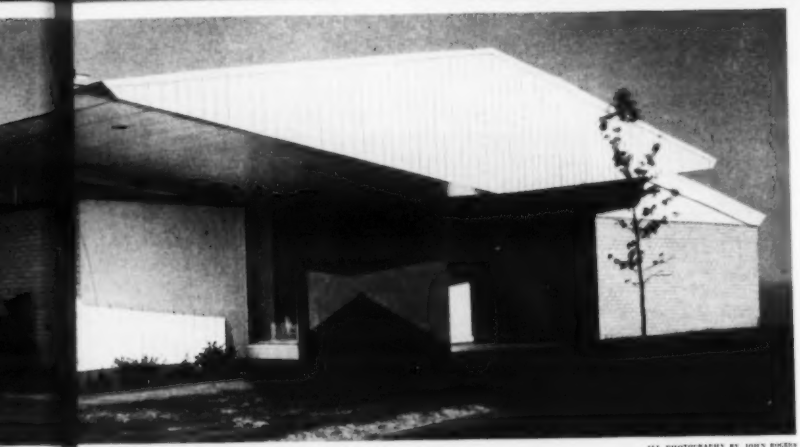


Recognition of the requirements of modern transportation and living habits is emphasized at entrance by a pedestrian-motor court, screened from street by a pierced masonry wall

The average layman's glossary of houses with reference to type or style would scarcely be descriptive of the *Electri-Living* home in Oklahoma City. The architectural vocabulary of this house is inventiveness. Every element has been investigated to determine its function and how that function could be improved upon or heightened for better value in cost, comfort, convenience and performance. Thus, a design pattern little less than spectacular has been evolved by re-engineering an age-old rafter-joist roof system to gain from the same materials (1) more effective, insulating air space, (2) more room for storage and the housing of mechanical elements, and (3) the additional aesthetic value of the distribution of reflected natural and artificial lighting. Dominating the immediate impression, the imposing roof structure has been engineered as a cantilevered shelter that hovers over the interior areas to form a protective canopy for the continuous glass strip above the nonbearing masonry walls. No wonder this house cannot be categorized by any of the familiar terms or times; it is, by concept, not only an articulate expression of mid-twentieth-century shelter but an encouraging step towards the future. Witness to the fact: some ten thousand visitors on the opening day, who were concerned neither with the intricacies of engineering, the mystery of light nor the arts of architecture, said simply—but how expressively—"this is a good house."

Performance, not size, makes for livability

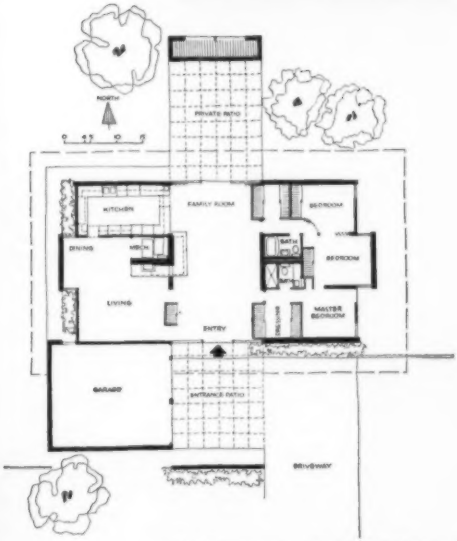




ALL PHOTOGRAPHY BY JOHN ROGERS

Even with neighboring homes close by, the house protects and shields in a way normally attributed to land-abounding estates. Such seclusion and privacy are accomplished by plan, rather than by extending property lines (an important consideration with today's high land costs). Both natural and artificial lighting are similarly engineered in their direction of source for general illumination. Exterior lighting is planned in advance of plant growth so that shrubs will conform to a pattern along masonry walls. Recessed fixtures in the overhang are placed over window or door exposures to provide night light from the outside, thus obliterating the black-hole-look windows have without drawn draperies. Roof is supported by masonry blocks at each end of the house (one forms a bedroom wall, the other a wall of the dining area) and by two bearing partitions on the interior which are the walls for the double fireplace and the two bathrooms

Insuring a plan that will endure family growth and change, the house is divided into three areas, almost equal in size, that blend effectively one into the other. Interflow of space and light is unencumbered by walls; free-standing storage partitions and furniture arrangement define activities explicitly. Family room (above and below) is the dividing center section and extends through the house from front entrance to private patio at rear



This house was sold for $28,500—a sum that included all-electric heating and cooling, temperature-control regulators in showers, electric hot-water heater, built-in oven and surface cooking unit, wall refrigerator, dishwasher, disposer, washer-dryer, draperies, architectural lighting inside and out and full-voltage, touch-action switching

The more formal living room is screened from entry and family room by a storage cabinet (left) and the chimney wall that provides a fireplace for both rooms. Because the furniture has an important role in defining areas, the decorator has been meticulous in selecting pieces that are attractive from all angles and whose scale is in excellent proportion to the rooms. For a decorative vista, an architectural wallpaper is used on two walls ending at the dining area which opens onto the service counters of the adjoining kitchen

An example of finely detailed site planning, the structure includes stone mined by the builder from the rocky hill into which it nestles. Evidence of the trend to the motor entrance, the façade incorporates a carport designed in direct relation to front entrance

ALL PHOTOGRAPHY BY SCOTT HYDE

Family and home, hand in glove

There are certain houses which fit the entire function of living like a glove, that provide for every family activity so easily and naturally that living in them is a rewarding experience. This is such a house. Not especially large (1,463 square feet), it was planned to let rooms borrow space (or conversely, maintain privacy) in a way that creates the impression of more space than actually exists. It is a highly mechanized house; however, the electrical devices and equipment are not mere surface accessories, but part of the basic, detailed structure. Above all, it is a home indigenous to its region: Arkansas yellow pine and native ledge stone were used conspicuously. In Little Rock, outdoor living is permissible a great part of the year, a condition marred by the presence of insects in certain seasons. To exclude them, the architect has wisely included what he calls a "screened cage"—an insectproof enclosed garden.

Location..... ***4 Ranch Valley Road, Little Rock, Arkansas***

Architect..... ***K.E.N. Cole, Jr., A.I.A.***

Builder..... ***Pace-Setter Construction Co., Inc., Paul H. Spikes, President***

Builder association. ***Arkansas Home Builders, Judy Dishongh, Executive Secretary***

Utility company..... ***Arkansas Power & Light Co.***

Decorated by..... ***Louise Wilson and Steinkamp's Home Furnishers***

Spatial flexibility is well illustrated by children's sleeping quarters, two smallish rooms which can be thrown together to form one large area. For additional space, they can function as part and parcel of the family playroom. Terrace, below, lends additional space to living room, provides a vista for dining area beyond. For visual continuity, stone wall extends to form a terrace baffle

The entire household revolves around the axis of a family playroom. Proceeding clockwise in plan below, bedroom, left (decorated for a child who might be an amateur scientist), and master bedroom (right) are located with baths as an entity apart from the rest of the house; entrance to this sleeping wing is partially protected by a storage wall. Master bedroom has its own access to the "screened cage" (below right) which can be closed off as a private porch for parents. Porch can also be used along with the playroom to provide one large entertaining area. The kitchen is admirably located to serve food to porch, playroom or dining area. A peninsula with sink, work counter and a breakfast bar delineates cooking and dining areas. The carport (bottom, right) has a unique workshop compartment at rear; one of the walls (covered in perforated hardboard for tool storage) swings into carport, allowing space for use of power tools

Selling price of house as shown was $32,000 which included lot and landscaping, hi-fi, central vacuum-cleaning system, electric fire alarm, built-in kitchen, laundry and other appliances, low-voltage remote control wiring, engineered lighting on dimmer control, all-electric heating and cooling. Builder estimates that a custom adaptation without land, landscaping, built-ins and certain other optional equipment can be built at the approximate cost of $20,000

Continuity of interior space is emphasized by use of the same flooring throughout the house. At the same time, specific areas are well defined. Living room is set apart from playroom by a light trough and folding doors, from dining area and kitchen by desk-bookcase unit. In every room, decoration has been understated, with no sacrifice to comfort. One of the outstanding attributes of the house is the illumination: the architect has explored to the fullest the theory of lighting by degrees. Where lighting is on dimming thermostats, there is no abrupt change from total darkness to light with the concomitant emotional shock, but rather gradual increasing of the light level. All electric equipment (including central vacuum-cleaning system, right) has been designed and engineered as basic elements of the structure

A house with built-in flexibility

Location ..... ***Sekertown Road, Monroe, New York***

Architectural designer ... ***John Dornés***

Builder ..... ***Construction Associates***

Utility company ..... ***Orange & Rockland Electric Co.***

Decorated by ..... ***Georg Jensen Inc., New York City, David Weinstein, Decorator***

There are some houses (too few, we might venture) that not only satisfy all conventional requirements for convenience, sociability and aesthetic pleasure, but go a step further and make provision for the eventuality of change in our daily living habits. The *Electri-Living* home in Monroe, New York, is such a house. Although almost startling in its simplicity, it is marked by the kind of sophisticated, unwhimsical imagination that makes it a dwelling indigenous to *habit and a pattern of living* rather than to any particular region. An extraordinary flexibility is achieved through the use of nonbearing, movable storage walls. The baths lie side by side on a wall opposite the kitchen plumbing, and theirs are the only fixed, interior walls in the structure: all the others can be wherever the family may want them. The lighting, too, is remarkably flexible: there are no fixed overhead lights, inside or out—all devices are portable. Each storage wall is prewired to be an electrical center, including two kitchen storage walls—which can be moved to form an open or closed kitchen as the owner wishes. Although, at first inspection, this house may evade our sense of familiarity, once lived in, it could become so integral a part of a family pattern of living that fixed, partitioning boundaries would seem old-fashionedly superfluous.

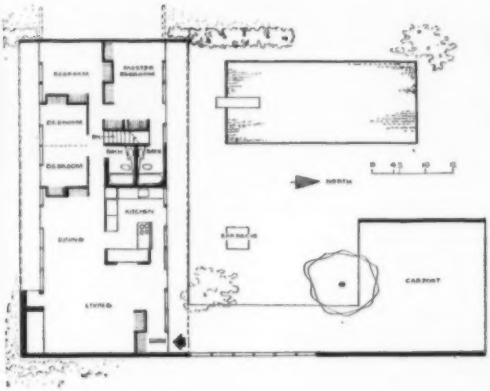
Façade of marked simplicity strikes a remote, formal note from the road: twin, unadorned expanses of white brick divide to form a contemporary version of the classic portico. Main entrance is reached through the portico or under sheltered passage from the carport (below); the long brick wall and overhead carport beams frame and dramatize the entrance door. Of birch, stained a rich walnut, its outsize (4′ x 8′) dimensions were specially made to conform to the exterior design module. At right of entrance is an expanse of maneuverable vertical louvers—both decorative and practical—which pivot in a frame to screen the terrace

LUIS LEMUS

ERIK LEMUS

At twilight, the courtyard elevation appears to be a fascinating geometric pattern: planes of dark and light (from interior valance illumination and outdoor lighting fixtures) are surmounted by luminous plastic skylight which looks like the rising moon. The same geometric quality was continued in the interior decoration. The living-dining area (left) plays colors of upholstery fabrics and teakwood furniture against the neutral shades of brick wall, rugs and flooring. (Four-inch-square unglazed quarry tile throughout the house are good-looking, easy to keep clean.) Storage unit (left, rear) forms a small entrance foyer with coat closet on one side, a telephone nook and built-in high-fidelity cabinet and remote lighting-control plate on the other. From opposite side of room, view toward fireplace (below) shows alternate living-dining arrangement with storage wall dividing spaces

Selling price of house as shown was $35,000 with a two-acre landscaped plot, three-car carport, swimming pool, complete built-in kitchen, washer and dryer, hi-fi equipment, low-voltage, remote-control touch-action switching, dimmer control for engineered lighting, 200 ampere, underground electrical service, central vacuum-cleaning system, electric fire alarm, forced-air perimeter heating and cooling system, unfinished basement of 1,500 square feet, plate-glass windows and quarry tile flooring throughout. Builder estimates that basic house minus the filtered pool and other extras can be built to sell for about $25,000 on an acre plot



Plan is extremely workable for a family with young children: every major area is accessible to the outdoors, thus eliminating traffic through formal parts of the house; storage facilities can accommodate any age group; great variety is possible for indoor play areas, both on this level and in basement, which is unfinished—at the moment—except for windows across its west wall

ERNEST SILVA

The kitchen is capable of the greatest flexibility: only sink wall is fixed; the storage wall with built-in refrigerator and freezer, an island with cook top and unusual free-standing appliance center, and the pass-through wall (hinged doors can close it) are completely mobile and can be moved at will. In arrangement shown below, kitchen forms one end of long bedroom corridor

Key to system of the movable storage units is a leveling and locking device (below, right): after the unit is wheeled into position on casters, jacks are tightened; a seal at floor level completely prevents entrance of dust or sound. Children's room, above, has a folding wall which gives access to the corridor; storage units can be arranged to turn it into two separate areas

A house with space to grow in

ROBERT WEXLER

Location	***3360 Adams Road, Troy, Michigan***
Architect	***A. Robert Bliven***
Builder	***George H. Glover, Inc.***
Builder association	***Builders Association of Metropolitan Detroit, Irvin H. Yackness, Executive Vice-President***
Utility company	***Detroit Edison Company***
Decorated by	***Englander Furniture Shops, Inc., Andre de Grehe, Decorator***

The selling price of this house was $36,590. This includes all-electric heating and cooling, electric hot-water heater, light dimmers, land, landscaping, built-in hi-fi, dishwasher, electronic garage-door control, custom-tile installation, the patio and architectural lighting on exterior and interior

Built in suburban Detroit, this house is admission (both on the builder's part and that of a certain group of local consumers) to two premises: that the average family is conservative in regard to the design of their home, and that no matter how large the house is, they will need a larger one eventually. Accordingly, the architect has concentrated on size, equipment and a convenient traffic pattern, and, in preparation for future expansion, allocated approximately 600 square feet to the garage, which is separated from the kitchen and family room by a lavatory and sizable laundry. In the future, it could be made into guest-quarters or a large family or hobby room as needs may dictate. At the present, the living room (in consideration of the traditional concept of it as the home's focal point) is given a proportionate amount of space and runs along length of the house. Placed at the rear, it has a generous view of the gardens and is assured privacy by the fact that other areas are directly accessible from the entry hall. For the homeseeker who may take into account only the visual aspects of space in relation to cost, there are such hidden assets as the insulation necessary for economic heating and cooling, the guarantee of a continuous supply of hot water, temperature-control valves on showers, built-in hi-fi and ventilating fans. These are some of the factors to be weighed in the balance of the difficult budget versus comfort.

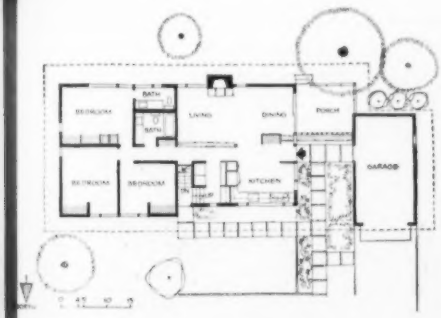
If there is a new trend in planning, it is that the kitchen is unlimited in scope, and it merges with the other rooms like a member of the family dressed to receive important company. Here (opposite, top), the decorator has emphasized with color what the engineers have underscored with equipment: that no matter how minuscule the food package, this is woman's place in the sun. The executive's planning desk is nonetheless efficient in that it can serve the dual purpose of the family breakfast or informal snacks. The dual fireplace around the corner (barely visible in the photograph) serves both family room and living room—the latter (opposite, below) a tranquil retreat whose half-mast window curtains are a complement to the good planning that placed the living room at the rear of the house with a view from the inside out and not the perilous reverse

A fresh, new design wins over an old community

Location	***Ridge Street, Millis, Mass.***
Architect	***Tekton Associates***
Builder	***Harkey Realty Trust Co.***
Builder association	***Home Builders Association of Greater Boston, Charles Bragg, Manager-Director***
Utility company	***Boston Edison Co.***
Decorated by	***C. B. Swift Co., Lois Rodman, Decorator***

The continuing acceptance of contemporary design in residential architecture signifies that in people's minds a change is taking place in what a house should look like and what it should be. In appearance, we have come to accept pattern which stems from the structure rather than surface embellishment derivative of bygone styles. There is no longer a prejudice which requires that the construction system be "covered up"; if the system is sound, beauty is now found in its direct expression. Extending this concept to function, there is no need to hide an interior space because it is utilitarian. In fact, the pendulum is swinging in the other direction: the kitchen, the most highly mechanized room in the home, is today openly proclaimed. The house in Millis, Massachusetts, is an embodiment of this approach, especially interesting because it was built in a countryside of traditional homes that might be considered typical of New England. There was not another contemporary house within sight. Neighbors, at first curious, became admiring: the structure was not at all the jarring note with its surroundings that they had expected. The builder sold two replicas of the house before it was opened to the public, sold the model itself almost immediately after. He says that he intends to build only houses of contemporary design in the future.

The beauty of wood texture and grain is a unifying element throughout the home. The resawn pine-board-and-batten siding and fencing stained a rich beige, the driftwood-finished pine-board ceilings and the mellow wood pieces incorporated in the decoration of each room give an impression of warmth and security that makes the house seem admirably suited to New England. Windows have been planned to give each room the best possible exposure; for the basement room, foundation wall was kept low, giving an eye-level panoramic view in three directions

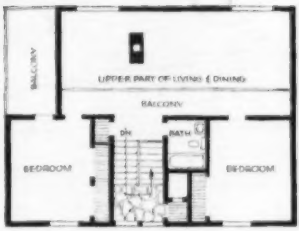


Selling price of house as shown was $27,000 which included the land, large finished basement room with open fireplace, complete kitchen and laundry equipment, fire-alarm system, low-voltage wiring, forced-air perimeter heating and cooling system, built-in bookshelves, wardrobes, draperies and rugs, garage, bituminous driveway and screened porch

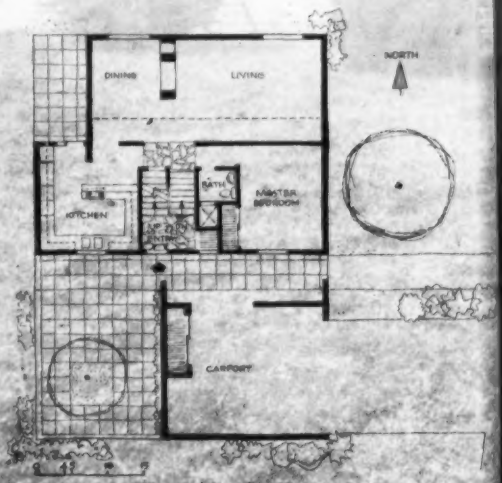
F. M. DEMARREST

In today's home, the kitchen deliberately asserts itself as a symbol of prestige for the housewife. Above, opening directly off the main entrance, the combination of brushed chrome and stainless-steel appliances against birch cabinets and turquoise counters is the first striking impression of the house. Dining area, below, across the entrance hall, opens to a screened porch, a much-used area for New England where mosquitoes and coolness make partially sheltered outdoor living the most practical and comfortable during the summer months

Two-storied setting for a dramatic interior



UPPER LEVEL



Location.....2745 Anderson Drive, Lincoln, Nebraska

Designer.....Alan D. Peterson

Builder.....Adolph Hack, Jr.

Builder association.....Home Builders Association of Lincoln, Lois Hillyer, Executive Secretary

Utility company.....Consumer's Public Power District

Decorated by.....Miller & Paine

Designed to give an impression of mass and solidity, the house turns an expanded elevation to the street—a long, brick wall, unbroken except for an entrance gate of perforated natural wood. The latter opens to a small court, a link between carport and main entry, protected overhead by the continuation of the roof structure. Side elevation is clapboard; two almost full-height windows are those of living and dining areas

ALL PHOTOGRAPHY BY SCOTT HYDE

Lincoln, Nebraska, is an area of gently rolling hills where a house designed for maximum use of sloping property is an economy. Excessive grading and perimeter wall construction are avoided and, as a bonus, two levels are provided under one roof. In this case, there are 1,800 square feet divided between two floors. To reduce the stair climb (reportedly in so much disfavor among housewives), the entry is at mid-level with a short flight of steps up and down. It is an impressive house: the street façade is an enormous expanse of brick with a long, sweeping roof line which includes the carport at one side. The interior plan is ideal for a family who prefer to live and entertain with a certain formality. The living-dining area extends the length and height of the house: the kitchen has an adjacent terrace. Set apart, master bedroom and bath are also on this floor. There are two bedrooms and the second bath upstairs; one bedroom leads to a porch sheltering the lower terrace. Bedroom corridor is a balcony which overlooks the living and dining spaces. In Nebraska, winters are long and cold, summers hot and humid. The structure has been designed not only to serve physically, but to appear psychologically as a bulwark against the elements.

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A dramatic setting for living, half the lower floor is one space, thirty-two feet long, sixteen feet high. Use of long, low upholstered and wood pieces, of continuous wall-to-wall carpeting (of about the same warm tones as painted wall and draperies) and end walls of exposed brick avoid the cavernous appearance so often created by outsize rooms. Another unifying element is the chimney block, rising floor-to-ceiling, offering a common fireplace for living and dining spaces; a bin for wood storage is at one side. Along the entire length of the room, opposite the window wall, is a balcony at the upper level—an aerie unusual in a small home—from which there is an unobstructed view of living and dining activities below

Selling price of house as shown was $35,000 which included the lot, landscaping with a lawn sprinkler system, forced-air perimeter heating and cooling system, insulating glass throughout, complete built-in kitchen equipment, washer and dryer, central vacuum-cleaning system, special heavy-duty electrical circuiting, dimmer control, draperies and carpet. Builder estimates that a house similar in quality on a $2,500 lot with lighting as shown, perimeter heating system but without other above features would sell for approximately $25,000

SCOTT HYDE

V 10-1 JAN 57 XUM

Mechanical heart plots circulation

Today's home is a highly automatic mechanism and since automation is expensive, space often has to be sacrificed for equipment. This house in Wichita, Kansas, includes 2,000 square feet of space *and* considerable equipment. All mechanical elements have been planned as the heart of the house, not only from the standpoint of physical disposition but of function. For economy of plumbing, the kitchen, laundry center, hot water heater and back-to-back baths are grouped centrally. All major equipment is located in the same area for economy of wiring; the electric heating and cooling equipment is placed on an outside wall for air intake and exhaust. Economy of placement has not been at the expense of social advantage. The kitchen, the focal point of the equipment zone, has been organized to control and effectively serve family traffic. From the main entrance, it is possible to go directly to the formal living room, the sleeping wing or to the kitchen, and from there to the family room without traversing any other space. The circulation pattern so imposed makes this a pleasant home for a young family with growing children, a home with privacy for everyone.

Breakdown of costs is unavailable, as house was built as the joint annual research project of the suppliers and the local association of Wichita home builders

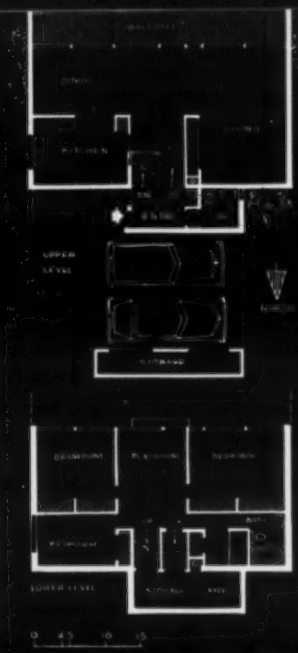
SCOTT MUSE

Combination of red brick and grooved plywood painted a warm beige presents a balanced exterior appearance. Street elevation is given additional pattern by a series of fins which screen heat-pump grille, left, main entrance and entry windows

Serenity is the distinctive feature of the living room (opposite), created by the soft colors of mahogany-paneled wall, light green tweed carpet and sectional sofas. It is also the result of the room being physically apart from the rest of the house: a sliding door leads to the family room. Small hinged doors set unobtrusively in plywood-paneled wall create a pass-through to kitchen (over sink, above), a convenient service in the servantless home of most of today's young families

Literally the hub of the house, the kitchen has visual access to the family room and terrace over service counter (above) which makes a convenient place for breakfast and snacks. Packed into a U shape is a wealth of built-in equipment and storage cabinets. Opposite the open end of the kitchen is the laundry (above, right), a niche with shelves for cleaning supplies. Electric hot water heater is also in niche. Doors conceal appliances when not in use

Location	***1045 Armour Lane, Wichita, Kansas***
Architects	***Mobley & Safely***
Builder	***Mourning & Anderson***
Builder association	***Wichita Association of Home Builders, Milton M. Armstrong, Executive Secretary***
Utility company	***Kansas Gas & Electric Co.***
Decorated by	***Innes, David Holtz, Decorator***



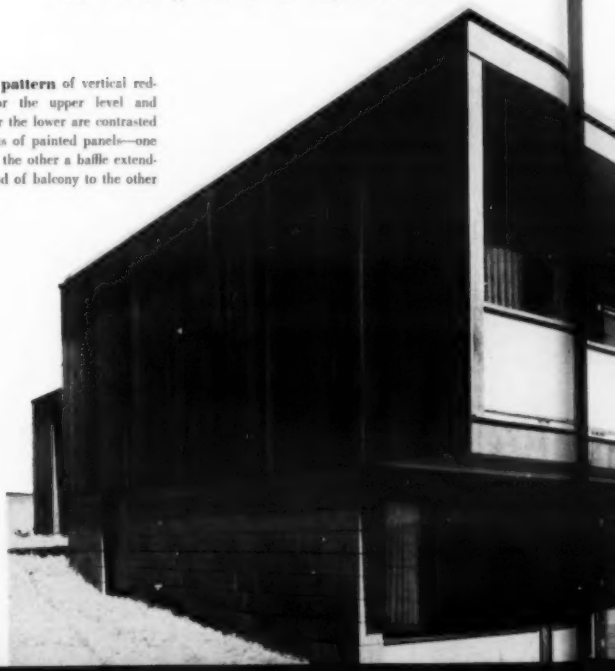
The selling price of this house was $25,000, which included land, perimeter warm-air heating, insulating glass, light dimmers, thermostatic temperature controls on showers, electric automatic water heater, electrical plug strips used as baseboard trim, low-voltage touch-action switching, built-in kitchen appliances, custom cabinets, rugs and draperies

Location	*7219 Orchard Street, Lincoln, Nebraska*
Designer	*John P. Beggin*
Builder	*Herbert H. Heumann*
Builder association	*Home Builders Association of Lincoln, Lois Hillyer, Executive Secretary*
Utility company	*Consumer's Public Power District*
Decorated by	*Hardy Furniture Co.*

Two levels: bonus in space

So sound in value that it belies the words of the American sage who observed that the more people talked about honesty the oftener he counted his silver, this is a house that (1) divides its attention equally and fairly between adults and children, and (2) cracks the tough nut of being built in the simplest possible form that can be used to express the function of a house and yet be architecturally interesting. Since the designer has arranged the house on two levels, he has been able to make a prodigal use of the 1,832 square feet of enclosed space: by reversing the customary approach to zoning in a two-story home (sleeping quarters are on the *lower* level, living and dining on the *upper*), he has created, below, a children's area with direct access to the outdoors, and above, an adult world with an adult playground—a long balcony which runs the width of the house. Everyone sleeps downstairs (but in strict seclusion) and everyone dines upstairs—but then, joint activity ceases. The children go downstairs to play, or off to bed, and parents retire to the formal living area which is theirs alone—part of the L-shaped section that, with kitchen and dining area, forms the upper level of this family-dedicated home.

Texture and pattern of vertical redwood siding for the upper level and cement block for the lower are contrasted with two sections of painted panels—one at ground level, the other a baffle extending from one end of balcony to the other



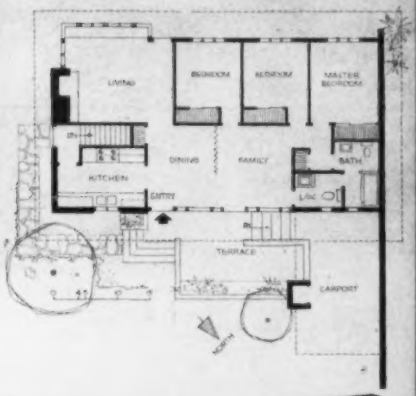
A furred-down ceiling gives the living area pleasant definition and an air of intimacy that is underscored by a long, raised hearth and a good-looking fireplace with a vermilion hood. Colors are muted—grays and greens with scarlet accents, and the sections of redwood paneling were rubbed with pigment to take on a driftwood patina. The kitchen (left) is large, wood-paneled and extremely well-equipped, with service to the dining area simplified by a pass-through in one wall. Identification of the dining area (below) is stressed by draperies of the same material as those of the living area, but in gold, rather than green, and hard surface flooring is used instead of carpeting. The entire L-shaped area is lighted by a valance fixture over the bank of balcony windows

SCOTT HYDE

A new silhouette for a local landscape

In the last few years we have experienced what amounts to a revolution in the design and construction of the small home. Change has been rapid; what an architect or builder does in one part of the country registers so quickly in other areas, one wonders that all homes are not more alike. The answer is, of course, in the persistence of local conditions. The house in Pittsburgh documents this idea concisely. In plan, it is in line with current architectural thinking: there is a formal living room set apart from the main stream of family activity, plus a combination family-dining area functioning closely with the kitchen and an outdoor recreation area. This could be the interior arrangement sought for a home anywhere in the country. The same cannot be said for the exterior. It has noticeable indigenous traits: homes in the Pittsburgh area have been built traditionally of brick: many building sites are hillside property and the masonry has been carried to grade, tying structure substantially to land; there are usually important entrances fore and aft. This house incorporates such traditional elements, but does so subtly and imaginatively. The brick is lowered to gracefully follow the sloping grade; this and the contour of the roof line combine to create what may well be a new residential silhouette for the area.

Distinguished by broad overhangs balanced against geometric masses of brick, the house sprawls under a giant tree, the trunk of which is enclosed by the parapet of the outdoor living terrace. For an interesting design note, windows are not mere openings in the walls, but part of panelized sections which take their place in the over-all exterior pattern. Plan, right, delineates arrangement of 1,300 square feet on main floor, augmented by a finished basement



Location	*603 Garden City Drive, Monroeville, Pennsylvania*
Architect	*Richard B. Benn*
Builder	*Sampson-Miller Associated Companies, Inc.*
Utility company	*Duquesne Light Co.*
Decorated by	*Robert L. Janisse Interiors*

ALL PHOTOGRAPHY BY SCOTT HYDE

Living-room space is seemingly doubled by bank of windows projected beyond the perimeter of the basic building structure, perhaps an influence of the bay window so popular in Pittsburgh houses of old. The airy atmosphere is heightened by chaste detailing of the contemporary fireplace, painted, like the entire brick wall, white. Color-conditioning, a major consideration in all the *Electri-Living* homes, is here a dominant part of the simple but attractive and exceedingly comfortable decoration scheme

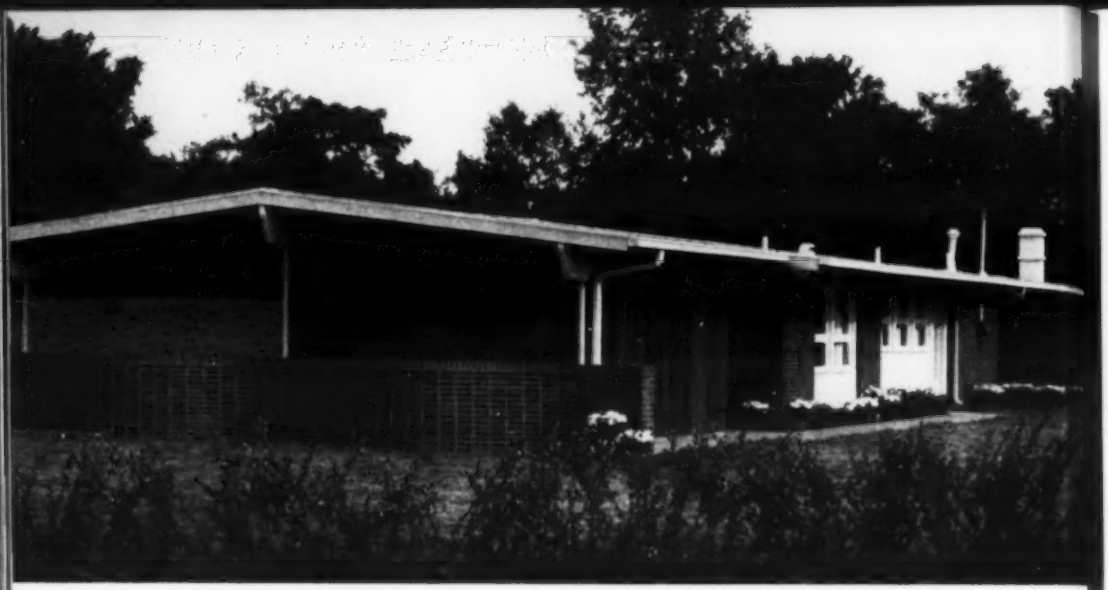
Planned to reflect as much as possible its outdoor counterpart, the family dining area has flooring which simulates the pattern of brick. It is decorated with the simplicity of an outdoor room—comfortable deck chairs, a laminate-topped dining table and leather-covered benches placed along the window wall. Windows face south and sunlight is controlled by woven, spring-roller blinds; draperies in a geometric design are merely decorative panels at each side. Door near window leads to a bath, ingeniously compartmented to provide two-bath service to living and sleeping areas

Kitchen opens to dining area on one end, on the other to a small foyer with service entrance and basement stairway. Flooring is again a brick pattern, similar but in different scale, creating a token division between kitchen-dining spaces. In an efficient use of space, built-in oven and cook top are installed along one wall, ample work space, sink and wall-hung refrigerator on other

Selling price of house as shown was $32,338 which included the landscaped plot, full built-in kitchen equipment and ventilating hood, touch-action switching and a basement with finished recreation room and a utility area with complete laundry equipment, gas-fired forced warm-air heating equipment and electric 40-gallon hot-water heater. Builder estimates that with a different basement incorporating a garage (and eliminating the carport) and by building a different terrace but keeping the over-all design, he can produce this house on a lot for about $26,000

The problem of space allocation was resolved in favor of the living areas. Bedrooms, as a result, are small and to offset this factor, they were decorated brightly, with small-scale furniture arranged for maximum ease of movement for the occupant

To create an airy effect, headboards in daughter's room (above) and in the master bedroom (left) are metal in a light ornamental pattern. Draperies (except at high gable windows) are colorfully printed fabric



LUIS LEMUS

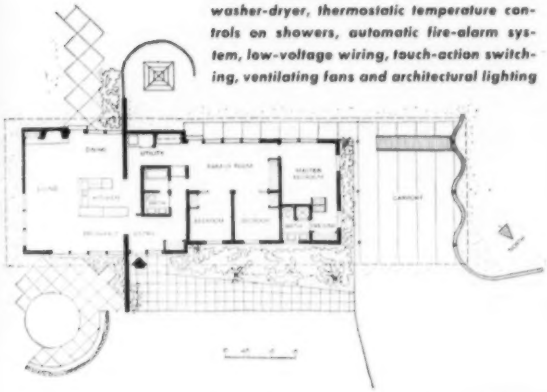
A new tradition in Kentucky

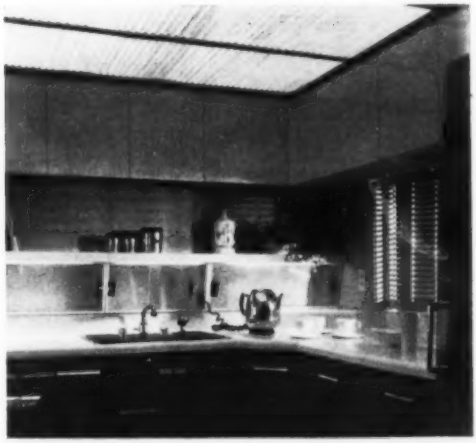
Unusual in shape, the living room circles around the island kitchen in a U, with its largest, completely formal area (below) running the width of the house and the two "legs" of the U reserved respectively for dining and breakfasting

Lexington, Kentucky, is a city of sentiment, nostalgia and rather curious contrasts. Blue-blooded horses too old for the track live in a state of grandeur that the average citizen—were he an equine—might well envy, and it is the theory of a local team of builder-brothers and a young architect that it is high time for the young homemaker to be put in the lead. Tossing the Kentucky-Greek-Temple tradition to the wind, they have built a house that is traditional only in the sense that it bows to an established precept of this community—good living. A home for young people, it is designed with respect for parental privacy and the realistic view that children are children: they have their own small world at the center of the house. The kitchen—literally an enclosed island in the living room—is pin-pointed to the fact that the top executive in homemaking deserves the front office. The carport is a true porte-cochere: covered walks lead from it to the front entrance, the family and utility rooms. Outdoor planning is very much a part of the "good living" scheme: a north terrace for spring and fall dining is protected by a brick wall and screened from the street by redwood fencing, while a south terrace for summer entertaining is accessible to the living room through sliding glass doors.

Location	***Northern Parkway & Dover Road, Lexington, Kentucky***
Architect	***Carroll S. Rankin, A.I.A.***
Builder	***Lloyd and Ernest Gault***
Builder association	***Home Builders Assoc. of Lexington, Leonard Paulson, Executive Secretary***
Utility company	***Kentucky Utilities Co.***
Decorated by	***Purcell Co., Inc., Gordon Unsworth, Decorator***
Landscape architect	***Scruggs & Hammond***

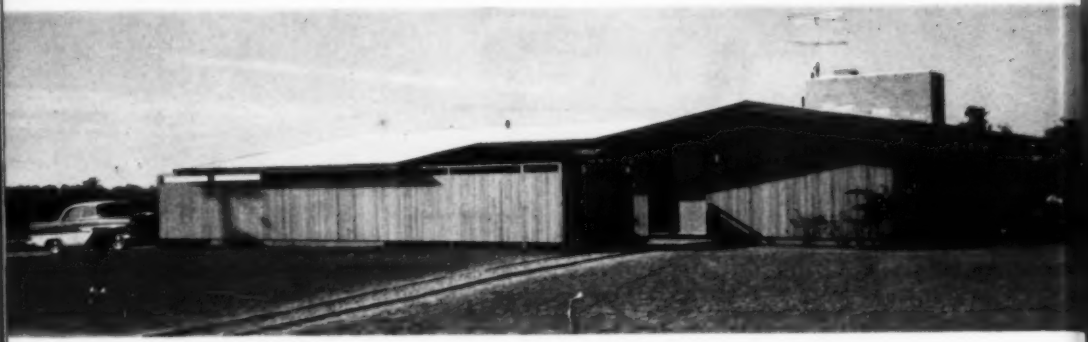
Selling price of this house was $35,000—a sum including land, landscaping, perimeter warm-air heating system, gas fired; built-in kitchen appliances, electric water heater, washer-dryer, thermostatic temperature controls on showers, automatic fire-alarm system, low-voltage wiring, touch-action switching, ventilating fans and architectural lighting





The family room (above) can be made into an enormous playroom for children when the sliding doors of their adjacent bedrooms are open. Except for family TV viewing, this is a purely juvenile bailiwick with parental surveillance an easy feat from master bedroom and laundry at either end

Overhead lighting above the tran-lucent ceiling of the kitchen (left) illuminates the windowless room admirably; there is additional, concentrated light in the ventilating hood over the cooking units, and—at counter height—in the glass-doored accessory cabinets. This is a "pivot-and-work" kitchen that wastes no steps: service to the dining area is simplified (below, left) by a louvered pass-through on one side, and to the breakfast area by a serving counter on the other. Refrigerator, cook top, oven, sink and dishwasher are a wood-tone brown—as are the base cabinets; wall cabinets and counter tops are pale yellow. The family bath (below) at center of house is designed primarily to be used by children and guests and, to make it practical for multiple occupancy, is compartmentalized into two sections (each with its own entrance from the hall) by sliding doors

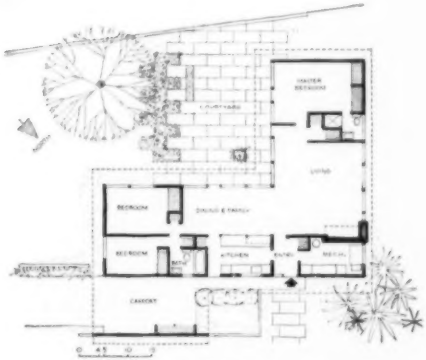


Designed from the inside out

Whether it reveals the formal street façade (opposite) or the intimate glow of courtyard life, house has an unusual warmth and beauty. Night lighting includes valance illumination at windows, recessed units and floods under eaves as well as garden fixtures. From kitchen (right), whole sweep of outdoor activity can be viewed by busy housewife while she works

Location	*Warwick Road and Bassar Avenue, Stratford, New Jersey*
Architect	*Robert N. Chappelle*
Builder	*Crowther, Reese & Nyce, Inc.*
Utility company	*Atlantic City Electric Co.*
Decorated by	*Lit Bros. of Philadelphia, Pa., Camden and Trenton, N. J.*

The increasing scarcity of well-located suburban property plus the cost of land development have conspired to make the building lot a high-priced commodity. This state of affairs has increased the responsibility of the architect to extract the full living potential from a plot. This is seldom an easy task: outdoor living and large expanses of glass must be balanced against the factor of privacy; privacy must not be gained at the expense of exterior appearance or individuality. For a successful solution to this ticklish problem, the architect in this case assumed the duties of land planner and landscape architect. Site planning went hand in hand with floor planning; interiors were created for visual as well as physical spaciousness, to borrow not only actual square footage but vistas from the outdoors. This "inside-out" designing did not mean that external appearance was an accident. On the contrary: the architect did half his planning in model form with the result that the exterior has not only a highly pleasing but an extended appearance. By the use of fencing in the same natural cypress as both interior and exterior walls, an extraordinary unity has been created for the entire property. Visual continuity is strongly in evidence within and from the house: the structure is an L-shape forming essentially two walls of an enclosed courtyard, remaining two acquired by fencing. Family living extends from house to court with privacy from street and neighbors—a happy arrangement for being part of, yet apart from, the community.



House was priced at $35,000 with landscaped plot, fencing, custom cabinets, built-in appliances, laundry equipment, electric hot-water heater, insulating glass, engineered lighting, hi-fi equipment, heat pump and an air purifier. The builder has quoted a reproduction cost of $20,000 without land, with cooling and standard appliances

Two wings, one for formal and adult living (including a master bedroom suite), the other for informal and juvenile pursuits, are hinged at a kitchen so finely detailed that although its activity is visible from the living room, it is not in the least obtrusive. Spatial continuity is underscored by wall-to-wall carpeting through angled areas. In the decoration plan, furniture was kept to a minimum and neutral tones were used. There is no pattern or color to compete with the beauty of interior wood or of the landscape. On other side of fireplace, utility room holds heating and hot-water equipment; massive chimney, with all heating vents, forms a dominant architectural element

F. M. DEMARREST

Built on a hillside plot of almost an acre, house is one story high at street level, two at the rear. Exterior blends redwood vertical siding with terra cotta and gold-colored brick. Trim (like the mortar) is gray-beige

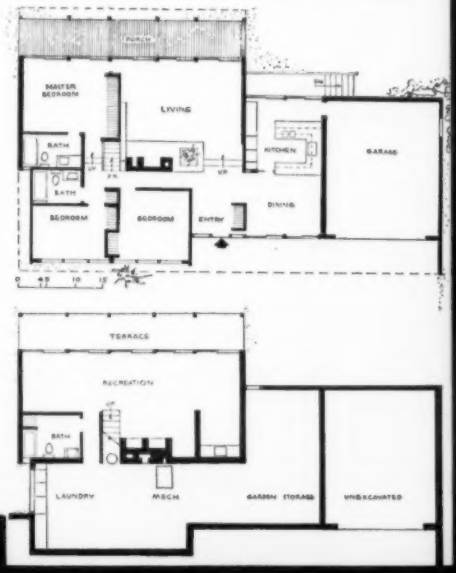
Location	***816 West Elm Street, Wheaton, Illinois***
Architect	***Edward D. Dart, A.I.A.***
Builder	***Graeme Stewart Realty Corp.***
Builder association	***Chicago Metropolitan Home Builders Assoc., John R. Downs, Executive Vice-President***
Utility company	***Public Service Division, Commonwealth Edison Co.***
Decorated by	***Carson, Pirie Scott & Co., Executed by John Mark Catron***
Landscaped by	***Seedling's Garden Club***

There are a few incurable romantics in the architectural world who believe that the only dwelling extant today and worthy of its fantastic cost is that pile of grandeur called Versailles. This may be, but the old palace has never seemed quite our idea of a comfortable haven, and this house—for all its aura of extravagance—*does*. Large indeed (3,600 square feet), it is built on three levels with a long, low, very simple streetside façade. There the simplicity stops: the rear elevation is a different matter; here, the house puts its best foot forward, and a stately, impressive foot it is. But for all its size, it is compactly arranged: living, sleeping, recreational and work areas are distributed over its three levels logically and thoughtfully. There are three bedrooms, three baths, and room for three additional bedrooms on the lower level should they be desired. The interior, visually, is entrancing, with a distinguished working of masonry and wood paneling for all the textural value that can be had from it. We must add that, in its original concept, the house was to be smaller, less elaborate, less lavishly equipped, and correspondingly less costly. Enthusiasm for the project got out of hand, and what was to have been a home *built to a price* became an elegant interpretation. (Could it be because of the architect's belief in the small house only as a unit of expansion? How far, then, and for how much, can the average house expand?) This paragon is a stunning home, and we hope there will be more than a few lucky souls able to afford its superlative performance.

For the buyer who can afford it: near-perfection

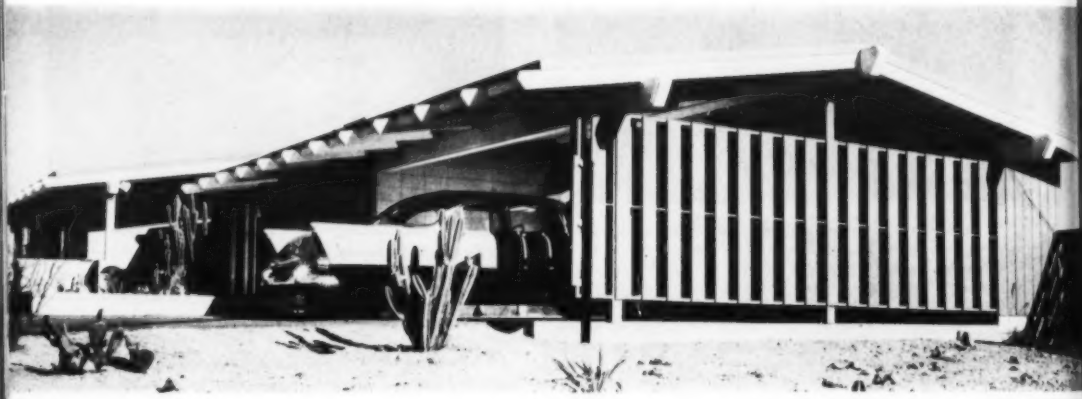
The decorator's particular objective was to enhance, but not overpower, the striking architectural features (an extensive use of brick, walnut paneling and beams) of the interior. In the living room, the gold of the carpeting and alternating panels of gold and antique white in the draperies are a subtle complement to the terra-cotta brick and deep russet wood. Then, and aptly (since this is a house surrounded by trees), various mutations of green from emerald to aqua are used for accent, and the imminence of the outdoors is intensified by the green lushness held in a brick planter between the fireplace and the three shallow steps that lead down to the entry. There are no portable lamps; recessed lighting and two hanging fixtures spotted at strategic points in the room lend what Miss Millay called a "lovely light." The connotation is different, but the light *is* lovely

Priced to sell at $60,000, this house carried with it such features as land and landscaping valued at over $11,000, kitchen and laundry appliances, central vacuum system, water softener, electric garage-door opener, built-in hi-fi, radio and intercom system, electric air cooling, oil-fired heating with zone controls, air purifier, thermostatic shower controls, bathroom heaters, six ventilating fans, six light dimmers, architectural lighting inside and out, rugs and draperies and insulating glass throughout

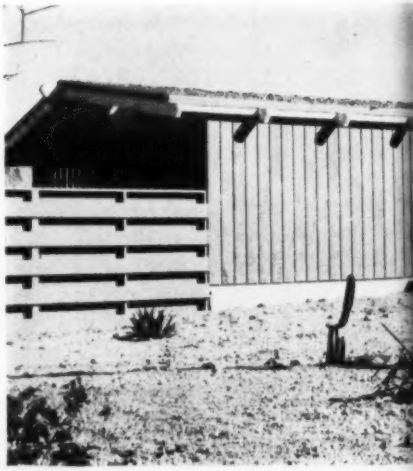


Desert home in the Valley of the Sun

Location	*5601 East Lewis Avenue, Phoenix, Arizona*
Architect	*Allen & Olsson, A.I.A.*
Builder	*D. D. Castleberry*
Builder association	*Phoenix Assoc. of Home Builders, Thomas C. Kane, Executive Secretary*
Utility company	*Salt River Power District*
Decorated by	*Coles Home Furnishings, Ethel Mitchell, Decorator*

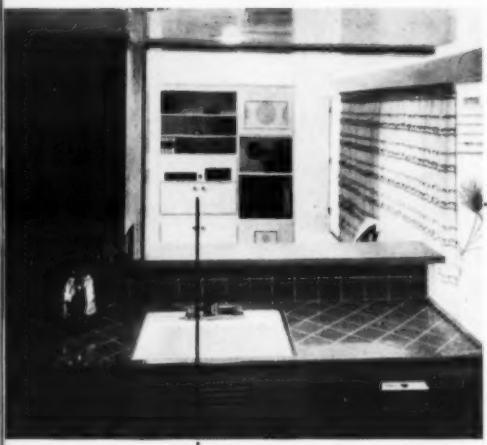


A house in the desert—if it is to reflect its setting to any marked degree—might well strive for the qualities that make the paintings of Georgia O'Keeffe so affecting: vividness, stark clarity and a kind of shimmer. Because he works in a less pliant medium, it is more difficult for an architect to analyze and interpret a background than it is for an artist, but occasionally, as it has been here, the transmutation is successful. Set in the Arizona desert, this is a house designed to worship the sun when it is beneficent and evade it when it is unruly. It is, when it need be, a desert fastness—a protective retreat of masonry with deep overhangs, a roof heavily granuled with rock, air cooling and no fenestration at all on its west and east exposures. But when the sun is kind, there are three terraces and a swimming pool to court it, and to capitalize on a vista known locally as a view and a *half*, three glass walls look to the south to Papago Park, Camelback Mountain and the Four Peaks. Except for its roof and a few panels of siding (which are the oxblood-red of volcanic rock), the house is the color of pale, clean sand—beige with a faint tinge of pink, and since it is an *Electri-Living* home as well as a house in the desert, it is so beautifully energized by electricity, that life within it, mechanically, at least, is as pleasantly effortless as dials and push buttons can make it.

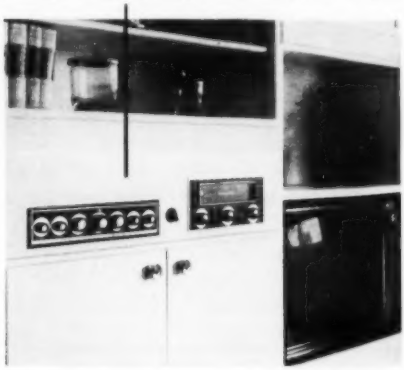


ALL PHOTOGRAPHS BY SALE HEALY

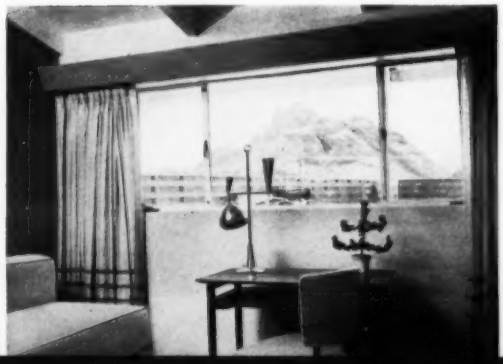
With the carport, the house is 1,600 square feet in area and is set on a perfectly square, 150-foot plot landscaped with clumps of greenery indigenous to the desert—palms, sage and the highly decorative cactus. Interior ceiling beams, painted white, extend to the edge of the overhang to give the roof a friezelike ornament, and there is a pleasant variety of texture and pattern in the blend of wood, glass and cement block. The home's easy indoor-outdoor relationship is particularly evident in the long, rear terrace (above)—an out-of-doors, brightly lighted extension of the living and family rooms



The rare feat of simultaneous work and play is made possible by the relationship in plan between the kitchen and family room. One can stand at the sink and watch television at the same time (a set of push-button controls in the kitchen preclude having to leave the room to change channels), and should the program pale, there is always the built-in hi-fi and all the music in the world. The family-room dining group (right) is set against a wall of pale sage-green—cool contrast to the vivid red and white color scheme used throughout the house. Flooring is white; upholstery is either red, white or green



One of the reasons for the house winning its lighting award was its cove lighting—installed (as in the guest-room-study, right) behind a valance that runs the entire width of the room over the windows



This house sold for $41,000, including furniture, draperies and rugs. It can be duplicated on the owner's land, with air-conditioning, for $19,900. This does not include swimming pool, built-in hi-fi and TV, built-in freezer, refrigerator, range, oven, dishwasher, garbage disposer, washer and dryer and other optional features

For furniture used in *Electri-Living* homes, see page 99

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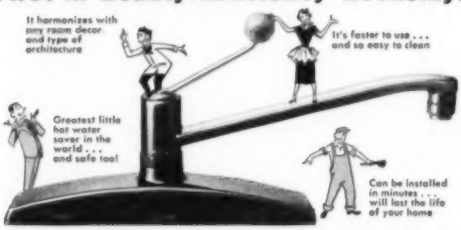

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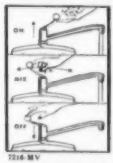

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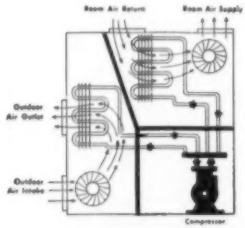
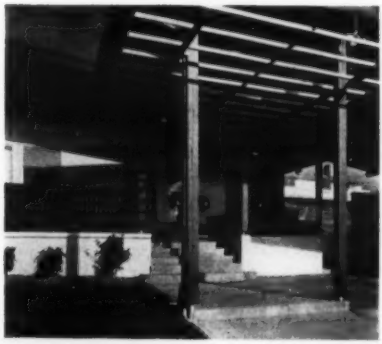


The heat pump works like a refrigerator, drawing heat from whatever is stored in it and pumping that heat to the outside. Using transfer valves, the heat pump can reverse itself and either draw heat from the house or from the out of doors for year-round comfort. Little maintenance is required. The diagram (left) is of a General Electric *Weathertron*



Given architectural consideration, the heat pump can become an integral part of the design of a home. In the Portland, Oregon, *Electri-Living* home, a General Electric *All Weather*, a small one-ton heat pump, was effectively installed in one-half of a double window. Horizontal planes of the outer grill are echoed in the dropped trellis ceiling of carport

[Continued on page 100]

Houses with a present and a future [Continued from page 31]

sound-conditioning was considered a luxury reserved for public auditoriums and libraries. *That* day, we are happy to say, is gone. These houses are acoustically protected havens to be lived in with little of the shushing, the shooing, and the echoing cacophony of mechanical noises that are so often the bane of the small home. We must remember, too, that sound-conditioning is no longer confined solely to the *control* of sound, but has grown to include components which *create* sound—systems which provide intercommunication and the audio-distribution of music. Those systems are incorporated in these houses.

9. Decoration: The success of the décor in these homes is largely due, in most cases, to the interior designer working with the architect and builder from the inception of the house. There is, consequently, an extraordinary compatibility between structural design and materials and furniture, fabrics and color. Almost every piece of furniture was available on the market in an amazing suitability to whatever regional requirements it had to fulfill, and each house—whether contemporary or traditional—took its new possessions with utter agreement. Furniture, rugs and fabrics are used to supplement plan as well as function and storage: some pieces partition areas, others define them. Since each piece is good-looking from any angle—front, back or side—there was no question, for example, of wondering what to put against a glass wall. Some of the storage pieces appear to be part of the over-all architectural scheme, yet they are either a part or the whole of an available group—an indication that furniture designers are aware of the variant of proportion in the modern home, and are scaling their design accordingly (in addition to making them so versatile in function that a sitting room can be a bedroom—or vice versa—without looking it). To amplify this balance of practicality and appearance, *Living* colors have been used so harmoniously and effectively that they will undoubtedly have influence on interior decoration for years to come.

Thus, broadly, we have tried to present the *Electri-Living* homes for what they can mean to you. These are houses young in concept, and *for* the young, and although we try—most of the time—to report to our average reader (meaning the average-income reader), we cannot overlook the fact that we have a segment of readers with less than average incomes, and yet another with a great deal more. Youth, the one characteristic common to these three groups, does not preclude the fact that there is as great a financial disparity among young homemakers as there is among octogenarians. By the reduction of square-foot area, adaptations of these houses could be constructed at a cost within reach of almost anyone prepared to invest in a home, but as they stand, they must be accepted as *patterns in space as it is related to comfort*, and we trust that they will be accepted as such by the building industry. After all, the ultimate—if unseen—value of any trend lies in its evaluation by manufacturers, builders and prefabricators, and once accepted for a wider market, the exploited trend carries with it, in its acceptance, the power to reduce costs and to eliminate, once and for all, the theory that the public is set in its ways, static in its tastes, and uncompromising in its acceptance of new ideas.

FURNITURE USED IN ELECTRI-LIVING HOMES

Seattle, Washington Pages 32-35
Open cane armchairs, **John Stuart;** dining room furniture, **Baker;** carpet, **Berven.**

Houston, Texas Pages 38-39
Carpet, **Mohawk;** fabric, **Bloomcraft.**

Dallas, Texas Pages 40-43
Outdoor furniture, **Troy Sunshade;** furniture, **W. F. Whitney;** fabric, **Walter Fabrics;** carpet, **Croft Rug Mills.**

Indianapolis, Indiana Pages 46-47
Furniture, **Drexel;** fabric, **Everfast.**

Atlanta, Georgia Pages 48-51
Furniture—**Arch Gordon;** fabric, **Kroll;** carpet, **E. T. Barwick.**

[Continued on page 104]

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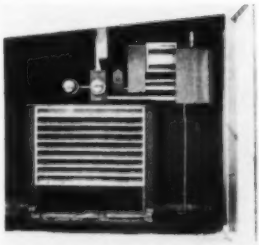
HYDROGUARD®

The heat pump [Continued from page 98]

Used air is exhausted from the heat pump in the Fresno, California, *Electri-Living* home through a louvered cupola. Easily reached from the outside of the house, the heat pump itself is installed next to the rear door and adjacent to the patio. Large doors with louvered openings for air-intake completely conceal the electric home heating-and-cooling plant

Next to the terrace, but separated from it by an abutting masonry wall, the heat pump in the Phoenix, Arizona, *Electri-Living* home is completely concealed from view by a large, wide-louvered ventilating grill

The architect of the Wichita, Kansas, *Electri-Living* home took full advantage of the installation of the *Westinghouse Heat Pump* to add a brick planter at the entrance of the house. Louvered grills for air-intake and exhaust are a part of structure's exterior design



Located with a utilitarian grouping of meters and control boxes, the heat pump in the Little Rock, Arkansas, *Electri-Living* home is concealed with a plywood screen

Air-intake and exhaust for the heat pump in the Charlotte, North Carolina, *Electri-Living* home take place in the attic. Air is taken in through the louvered gable on rear roof of the house. The used air is exhausted through the louvered gable end on both sides of the one-story house

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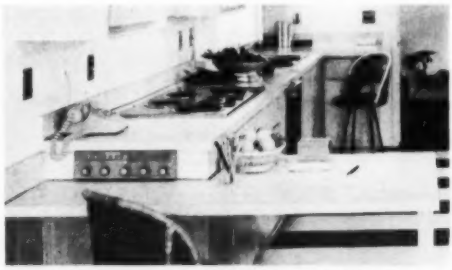
HOME AUDIO SYSTEMS

The properly sound-conditioned home is one that not only effectively reduces noise, but also possesses an efficient means of transmitting sound. Consisting of that increasingly popular stepsaver, the room intercommunication set, and the already established telephone, radio and phonograph, sound transmission in the home has reached a point where it is a complete audio system. The sensible distribution of this system, well-engineered to suit the needs of a house and its occupants, is a matter that demands careful consideration in home planning. Next in importance to the system itself is the location of the master controls. Since the housewife spends the major portion of her day in or near the kitchen, we find that more and more controls are being located in that room. Some are built right into the cabinetwork, all are in a spot that will allow the greatest accessibility for operation.

Centrally located over the range, and painted to blend with the wood cabinets and paneling, the *Commun-a-hood* is a combination of a metal hood with an exhaust fan and light for the range, and a radio and intercom system that is connected to front door and five rooms of the house

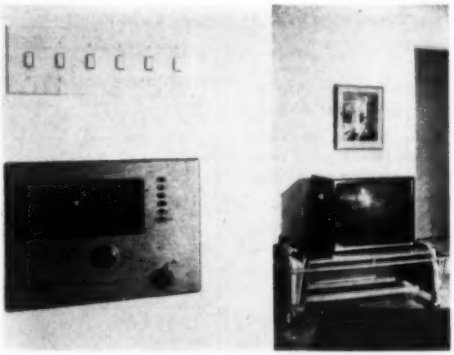


Built right into the counter and handy to the kitchen desk, this *Bogen* FM and AM radio has, besides its kitchen speaker, five others located throughout the house. Tuning is done in the kitchen, but all the speakers are equipped with volume controls and on-and-off switches

Besides the radio and intercom system, the *Muzikal* (here, placed over a dining bar) has an electric clock with an automatic timer that will turn the radio on or off at any preset time. Through the appliance outlet, the timer will also turn on an appliance, such as a coffee-maker

Four component parts—a tuner, amplifier, record changer and a speaker in an *Acoustical Labyrinth*—make up the Stromberg-Carlson *Custom 400* hi-fi system installed in this wood-paneled wall

A boon to housewives who find their hands busy when the phone rings is the new *Speakerphone*. To answer a ring, she presses a button on the instrument, talks into a microphone, listens over a loud-speaker



Family living patterns vary, and some people find a location other than the kitchen better for their controls. This *Guardian Mark I* radio-intercom is set in a wall between the kitchen and the living area. Switch plate above control panel is for lighting in immediately adjacent rooms

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Furniture used in Electri-Living homes

[Continued from page 99]

Los Angeles, California
Pages 52-55
Outdoor furniture, **Van Keppel-Green;** dining-room furniture, **Glenn of California;** card-table group, **Dux.**

Charlotte, North Carolina
Pages 56-58
Furniture—**American of Martinsville.**

Cleveland, Ohio Pages 59-61
Furniture, **Knoll Drake;** fabric, **Wamsutta.**

Oklahoma City, Oklahoma
Pages 62-65
Furniture, **Tomlinson.**

Monroe, New York Pages 69-71
Carpet, **Beattie.**

Detroit, Michigan Pages 72-73
Family room furniture, **Robinson-Johnson;** living-room upholstered furniture, **Valley Upholstery;** carpet, **Needletuft.**

Lincoln, Nebraska (Hock)
Pages 76-79
Furniture, **Century;** drapery fabric, **Waverly.**

Wichita, Kansas Pages 80-81
Furniture, **Dillingham;** carpet, **Firth;** drapery fabric, **Waverly.**

Lincoln, Nebraska (Heumann)
Pages 82-83
Dining-room furniture, **Davidson;** carpet, **Wunda Weve.**

Pittsburgh, Pennsylvania
Pages 84-87
Living-room furniture, **Paul McCobb;** carpet, **Firth.**

Lexington, Kentucky Pages 88-89
Furniture, **Drexel;** fabric, **Cohn-Hall-Marx;** carpet, **C. H. Masland.**

Camden, New Jersey Pages 90-91
Upholstered chairs, **Selig;** dining-room furniture, **White;** carpet, **Aldon.**

Chicago, Illinois Pages 92-93
Furniture, **Paul McCobb;** carpet, *Wunda Plush* by **Wunda Weve;** drapery fabric, **Greeff Fabrics.**

For further information, consult the store in each city.

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